

Ross Reports ON TELEVISION

RECEIVED

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INCLUDING

APRIL 6, 1955

THE TELEVISION INDEX

VOLUME 7 NUMBER 14 A

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum
BUS MGR: Marjorie Oxley

RECEIVED PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS -- POSSIBILITIES - COMMENT

According to present plans, American Tobacco Co will keep its alternate week interest in NBC's Monday, 9:30-10:30pm time spot, with a new program to be decided on to replace Robert Montgomery Presents, on alternate weeks. Montgomery's other sponsor, S. C. Johnson & Son, is reported to be happy with the program and, pending the outcome of current talks, will probably continue to sponsor the actor-producer's dramatic programs on an alternate week basis next fall. If NBC is also willing, this would probably also satisfy Montgomery's reported wishes to cut back on his TV work and still leave him with part of the showcase he developed.....For the following evening over NBC, Tuesdays, 9:30-10:30pm, the new Armstrong and Pontiac alternately-sponsored one hour dramas will probably start the first week in September. Armstrong's current half-hour Circle Theatre, 9:30-10pm, continues live into June and then may use kine re-runs of its best programs for summer hiatus. Talent Associates, Armstrong's packager, will also produce its one hour show in the fall on alternate weeks. The Pontiac dramas, scheduled to start Sept 6, will not be produced directly by MacManus, John & Adams, Pontiac's ad agency, but may be assigned to an outside organization. No creative talent has been set for high budget show.

Jane Wyman's own packaging firm, Carmen Pictures, is set to produce films with the star as hostess in all and lead in some for Procter & Gamble Co, to be shown in the fall over NBC, Tuesdays, 9-9:30pm. The report out of Hollywood on Monday (4) was considered premature, especially on some of the details of the new half-hour anthology series. The show will not replace Fireside Theatre, but it is said that the new title will probably be along the line of, "Jane Wyman stars in Fireside Theatre." P & G's investment in the title and long-time audience is too big to be dropped, even for a Hollywood star name. The new films will present a different version of Fireside with a general use of higher-priced stories and bigger name actors. The only facts not changed about the program are that P & G's Ivory Soap and Crisco thru Compton Advertising will continue to sponsor the programs.

Jackie Gleason's CBS summer replacement show will be an as-yet-untitled music-variety production, featuring four different music groups on each program, changing weekly. Paul Whiteman and an orchestra will be the permanent program band. Tentatively set for the first bill, starting June 25, are Stan Kenton and band, the Lecuona Cuban Boys, and Steve Gibson's Red Caps with Whiteman. The show will use only soloists or vocalists within the band units; no outside singles or acts. Casting will be done by Jack Philbin at the Gleason Enterprises office, at the Park Sheraton Hotel in New York, and Frank Satenstein may direct. The new show will run thru September 24.

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(MORE)

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Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

U. S. Steel Hour will have its last showing over ABC on June 21 and will bow over CBS on July 6. For some odd reason, several stories out of Hollywood last week said that the Steel Hour's May 10 repeat showing of "Fearful Decision," starring Ralph Bellamy, would be its third presentation of the kidnapping drama. It will be only the second, and it will present as many of the original cast as will be available in New York, including Meg Mundy. Sam Levene will not be available to recreate his role....
.....NBC Television Opera's last program of the season on May 15, Sunday, 3:30-5pm, will be Gian Carlo Menotti's "The Saint of Bleecker Street," with Davis Cunningham, Rosemary Kuhlmann and Virginia Copeland.....Producer's Showcase has combined the available stars and will present "Petrified Forest," starring Humphrey Bogart, Henry Fonda and Lauren Bacall, on May 30. Earlier plans for an alternate date were based on the possibility that Fonda and Bogart would not be available at the same time. Fred Coe will produce the show and Del Mann will direct, in Hollywood. The May 2 Showcase production will be "Darkness at Noon," with the TV adaptation by Robert Alan Aurthur, from Sidney Kingsley's play based on the Arthur Koestler novel. Claude Rains will repeat his original stage role; with David Wayne, as a "heavy" in Jack Palance's original role in the play. Del Mann will direct.

Although some reports out of Hollywood predict that total hour production of telefilms may drop in the fall on the coast, total money volume should be way up. With sponsors calling for increased quality in scripts and production (See page 1 Jane Wyman note) and the advent of the previously stand-off moviemakers into the field, the demand for writer and actor services portends another spiral in costs, but this time the sponsors are going along with it. Hal Roach, Jr., has announced that several new pilots now in pre-production will be budgeted around \$35,000. The increase in one-hour live dramas in New York set for the fall will cause another drain on star names and writers geared for the distance. If enough movie makers go into telefilm production, several studio lists will be closed to outside packagers. Actually, the basic want won't be actors, but capable writers, and program producers may find that money alone doesn't create audience-holding scripts.

Goodson-Todman plans to present its pilot film for the Buckley series to ad agencies only, on a "best offer" basis. The series was created by Don Quinn and stars Reginald Gardiner as a butler who works for a different Hollywood star in each episode. Desilu did the physical production on the pilot, which was written and produced by Ed Hartmann.....Sgt. Preston of the Yukon starts production in June, on location in the Sierras and in Hollywood, with the studio location still to be determined. The radio series will be used as the basis for the stories, upgraded and adapted for adult interest. The story editor has not been set. Tests for the lead will take place on the coast in mid-April (Charles Skinner Productions is handling all production), but no star name is involved.....Allan Sloane wrote the pilot script for the Bernard Schubert-Harry Joe Brown pilot for Men in Black, planned series with a religious theme.....Laraine Day is expected to discuss the future of her Kelly film series with the William Morris agency when she comes to New York next week for her baseball season telecasts. The pilot will probably arrive from the coast about the same time.

Buff Cobb hasn't decided on a lead for her Judge Priest series. The firm is Buff Cobb, Inc., at 340 E 57th St., New York 22. PL 3-2646.....Bob Champlain is handling casting for Reah Productions' I Spy series at 45 E 51st St., New York 22. MU 8-3970. Production starting date for the Raymond Massey starrer at Parsonnet studios in Long Island City is still not set.....Charles Marquis Warren's Gunsmoke series has set June 1 for the start of location shooting in Hollywood. James Arness and Amanda Blake star, with Dennis Weaver and Milburn Stone filling the other lead roles.....Hollywood television producers continue to move, with Ziv currently leaving California Studios for its own home at American National. Television Programs of America and the Edward Small production group will move to the KTTV lot in a couple of months.....
.....CBS has recognized one facet of the re-run problem for current network series by changing the title of its new Sunday series to The Sunday Lucy Show. It was originally called The Lucy Show.

There may be a large difference of opinion brewing about the origination point for the Eddie Fisher Coke Time show for next fall. Hollywood says it will come from there, starting August 31. The production office in New York says that there are no such plans. Probability is that it will change scene with Fisher's p.a. schedule, as it has this season.....Pat Weaver's statement on the signing of Perry Como to a long-term contract with NBC included the significant historical reminder of "his six years with us on 'The Chesterfield Supper Club'..." in discussing Como's association with NBC. The singer's contract with CBS winds up July 1.....Paul Dixon is returning to Cincinnati after he leaves his Du Mont net spot on April 8, with a new Crosley Broadcasting show scheduled to start over WLW-T on April 18, spotted from 3-3:30 for the first week, then spreading to 3-4pm starting on April 25, with a feed to WLW-D and WLW-C. Sis Camp, who had come on from Cincinnati to join his New York show, returns to her home city to join the boss again....."Vampira" has had her local movie show over KABC-TV(LA) cancelled, with a possible ABC regional net show of her own in the offing.....What happened to the talk of ABC's-Theatre Guild The Devil's Theatre drama series?

Max Liebman spectaculars for the future schedule are: April 24, a revue starring Judy Holliday, Dick Shawn and Bambi Lynn and Rod Alexander; with Frank Sinatra starring in a cut-in segment from Hollywood; May 7, a revue, with no cast set; May 22, "Chocolate Soldier," starring Eddie Albert; June 4, "Desert Song," starring Nelson Eddy, with Gale Sherwood, in the leads..... Best of Broadway's final bill, May 4, will present "Broadway," starring Piper Laurie, Joseph Cotten, Jack Lemmon and Akim Tamiroff.....Future productions for Philco & Goodyear Television Playhouse include: April 17, "The Blind and the Brave," an original by Calder Willingham, based on a section cut out of his original novel, "End as a Man," concerning the commandant's son; April 24, production not decided; May 1, "The Governess," an original by Jerome Ross about a governess who takes over a household and tries to win the affection of the children. Future productions without definite dates include: "The Catered Affair," an original by Paddy Chayefsky, a comedy about a father who gets involved in marriage arrangements; and a Gore Vidal original, "To a Small Planet," a science fiction satire about a man from outer space who takes a hand in the earth's affairs.

American Chicle will not be a participating sponsor in next season's Berle-Raye schedule over NBC, as rumored, but is remaining whole-heartedly with its Sid Caesar sponsorship. Chicle, thru Dancer-Fitzgerald-Sample, continues its one-third participation in the Caesar summer replacement program, starting June 27, and will carry on for the fall, according to present plans. The shift of the Clorets part of the account to Ted Bates & Co., Inc., does not affect any other part of the account..... Parker Pen Co has named Tatham-Laird, Inc., of Chicago, as its agency to replace J. Walter Thompson Co.

Robert Sloane, 42, producer, director and writer of Treasury Men in Action and many other series, died in Hollywood, April 3.

PEOPLE GOING PLACES: Charles Oppenheim has been named director of press information service for CBS Television, in New York, responsible for the coordination of press activities both in New York and Hollywood. Michael J. Foster has been upped from publicity manager in New York to manager of press relations.....Howard Henkin has been named eastern sales manager in New York for Walter Schwimmer Productions. He had been general manager of TelePromTer Corp.....Mickey Dubin has left MCA-TV to join Chad, Inc., film producers, as executive director of sales.....Henry C. Brown, New York artists rep, moves to 46 E 53rd St., effective April 15. New phone is PL 1-2650.....Donald E. Tomkins has joined Owen Murphy Productions, Inc., in New York, as general sales manager. He was formerly director of TV and radio with Grant Advertising, Inc.....Joyce Cook has joined Robert Maxwell Associates, producer of Lassie, as story editor. She had been with Frank Wisbar Productions in the same capacity.

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APRIL 11-17, 1955

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VOLUME 7

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(13)

NBC- 8-8:30pm EST; DEBUT; Kodak Request Performance, ON FILM; from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite (84 ordered). Sponsor- Eastman Kodak Co (Cameras, Film, Equipment) thru J. Walter Thompson Co(NY); Acct Execs- Thayer Jaccaci, Charles Rheinstrom. Film Distrib- Screen Gems, Inc. All films have previously been seen on the NBC net during the past season as part of Ford Theatre or Fireside Theatre. Contract is for a minimum of 21 weeks; more than half the films will be from the Ford Theatre group. Program replaces I Married Joan in this time spot; last show April 6.

Saturday(16)

CBS- 10:30-11pm EST; DEBUT; Damon Runyon Theatre, ON FILM; from WCBS-TV(NY) & KNXT(LA), 52 stations net, 16 delayed. Sponsor- Anheuser-Busch, Inc (Budweiser Beer) thru D'Arcy Advertising Co., Inc(St. Louis); Acct Exec- Jack Macheca. Pkgr- Normandie Productions thru William Morris Agency. Film Prod- Screen Gems, Inc(Hollywood); Prod Exec- Fred Briskin; Prods- Lou Breslow & Michel Kraike; Dirs- William D. Russell, Fred F. Sears; Writers- Various. Drama anthology series based on short stories written by the late Damon Runyon, with various stars in each film. (See page 32 for previous changes in this time spot).

Sunday(17)

CBS- 3:30-4pm EST; DEBUT; Let's Take a Trip; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS Public Affairs(NY); Superv- Irving Gitlin; Prod- Stephen Fleischman (1st show), Bill Weinstein (2nd show), followed by other producers; Assoc Prod- Ted Sack; Dir- Roger Englander; Writers- Bob Allison, Selig Alkon. Sonny Fox acts as an adult guide for Ginger MacManus, 9, and Brian "Pud" Flanagan, 10, on trips to interesting places around the country, via live remote telecasts. The program is aimed to bring to children answers from the adult world around them, explaining the mechanics of industry, agriculture, etc., through trips to a dairy farm, a firehouse, a power-generating dam, a harbor, etc. The program replaces Adventure in this time spot, with the latter moving this date to 5-6pm, replacing the first hour of Omnibus; last show for Omnibus, April 10.

CBS- 6-6:30pm EST; DEBUT; The Sunday Lucy Show; from WCBS-TV(NY) & KNXT(LA), no. of stations indefinite. Sponsor- Lehn & Fink Products Corp (Hinds, Etiquet & Lysol) alternating with Dorothy Gray, Ltd (Continued on next page)

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Sunday(17)

CBS- The Sunday Lucy Show (Continued from previous page): (Beauty Preparations), both thru McCann-Erickson, Inc(NY); Acct Superv- C. Terence Clyne; Agcy Superv- Kingsley Horton; Comm Superv- Ted Robertson(H'wood); Commls on film, Pkgr & Prod- Desilu Productions, Inc. Re-runs of I Love Lucy films, seen originally over CBS-TV, Mondays, 9-9:30pm EST. Program replaces last half-hour of Omnibus in this time spot. (See previous listing on page 37).

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Name's The Same (Mon, 7:30-8pm EST) Bob Elliott and Ray Goulding, as a team, replace Dennis James as m.c., effective April 11. Regular panel effective this date, includes: Joan Alexander, Audrey Meadows, Roger Price and Walter Slezak, plus Laraine Day for one month beginning April 11.

DuM- All About Baby (Thu & Fri, 1:45-2pm EST) New time, effective April 14. It was previously seen from 2-2:15pm, the same days.

CBS- Youth Takes a Stand (Sat, 2:30-3pm EST) Last show, March 26.

Valiant Lady (Mon thru Fri, 12noon-12:15pm EST) Adrian Spies is writer of the series, effective with this date's episode.

NEW NETWORK SPONSORSHIPS

DIXIE CUP CO thru Hicks & Greist, Inc(NY) began sponsorship of the second half-hour segment of Super Circus (Sun, 5-5pm EST) over ABC-TV, on an alternate week basis, effective April 10. Kellogg Co sponsors the first half-hour weekly.

HALL BROS., INC (Hallmark greeting cards) thru Foote, Cone & Belding(Chi) will sponsor a new Hallmark Hall of Fame series over NBC-TV, consisting of dramatic works produced by Maurice Evans and broadcast in color on a monthly basis on Sundays, 4-5:30pm EST, beginning Oct 23.

The following advertisers will sponsor single segments of Mickey Mouse Club (Mon thru Fri, 5-6pm, all time zones) when the program goes on the air over ABC-TV, on Oct 3: AMERICAN DAIRY ASSN thru Campbell-Mithun, Inc(Chi); CARNATION CO thru Erwin, Wasey & Co., Inc(LA); MARS, INC thru Leo Burnett Co., Inc(Chi); and THE WELCH GRAPE JUICE CO thru Kenyon & Eckhardt, Inc(NY). Previous sponsors announced include: GENERAL MILLS thru Knox Reeves and other agencies (six segments); CAMPBELL SOUP CO thru Leo Burnett and BBD&O (two segments); BRISTOL-MYERS CO thru Doherty, Clifford, Steers & Shenfield (one segment); ARMOUR & CO thru Henri, Hurst & MacDonald (one segment).

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Three Girls; DEBUT April 10; Sun, 3-3:30pm EST. Sustaining. Pkgr & New York Prod- Gross-Baer Productions(NY); Assoc Prod & Writer- Tony Spinner; Stager- Lee Polk; Dir- Lou Volpicelli(WABC-TV). Situation comedy series, starring Janis Carter, Barbara Gaylord & Jeannie Johnson; story of three career girls in New York, a fashion consultant (Carter), an actress (Gaylord) and a singer (Johnson).

WOR-TV(Ch 9) - Brooklyn Dodgers Baseball Games; 103 home and away games and one exhibition game during the season; exhibition game April 9; regular season schedule begins April 12, with afternoon games starting at 1:30pm EST. Happy Felton's Knot Hole Gang (half hour) precedes (Cont'd next page)

UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF PLANT INDUSTRY

For the purpose of this report, the term "plant industry" is defined as the production and distribution of plants and plant products for commercial purposes. This includes the production of food crops, fiber crops, and ornamental plants, as well as the processing and distribution of these products.

The following table shows the total production of the principal plant products of the United States for the years 1914, 1915, and 1916.

Table 1. Total production of principal plant products, 1914-1916.

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LOCAL STATION ACTIVITY(Cont'd)

WOR-TV(Ch 9) - Dodger Baseball (Cont'd from previous page): each home game, and New York Felton's Talk to the Stars (quarter-hour) follows each game. The games are co-sponsored by F. & M. Schaefer Brewing Co (Beer) and American Tobacco Co (Lucky Strikes), both thru Batten, Barton, Durstine & Osborn, Inc(NY). Play-by-play description is by Connie Desmond and Vince Scully, with Andre Baruch doing the color.

WPIX(Ch 11) - New York Yankees Baseball Games; 77 home games RETURN April 12 (one New York exhibition game on April 10); afternoons, starting at 1:55pm, evenings, 8:15pm. Sponsors- P. Ballantine & Sons (Beer & Ale) thru Wm. Esty Co., Inc(NY), entire game except 3rd and 7th innings which are sponsored by General Cigar Co (White Owls) thru Young & Rubicam, Inc(NY). Mel Allen and Jim Woods handle the play-by-play, color and commercials. Red Barber's 15-minute Red Barber's Clubhouse precedes and follows each game; sponsored by R. J. Reynolds Tobacco Co (Camel Cigarettes) thru Wm. Esty Co., Inc(NY).

WPIX - New York Giants Baseball Games; 77 home games RETURN April 14; afternoon and evenings, starting as for Yankees as above. Sponsor- Liggett & Myers Tobacco Co (Chesterfields) thru Cunningham & Walsh, Inc(NY). Pre-game program (15 minutes), A Day with the Giants, with Laraine Day, is sponsored by Cities Service Oil Co thru Ellington & Co., Inc(NY). Post-game program (15 minutes), Frank Frisch's Clubhouse Interviews, is sponsored by G. Krueger Brewing Co (Beer) thru Grey Advertising Agency, Inc(NY). Russ Hodges and Bob Delaney handle the play-by-play, color and commercials for the ball games.

WRCA-TV(Ch 4) - Answers to Cancer; SPECIAL April 17; Sun, 1-1:30pm; feed to WABC-TV New York & WOR-TV. Sustaining, public service. Pkgr- New York City Cancer Committee with WRCA-TV; Superv- Bill Berns; Prods- Harry Olesker, Marv Camp. John Wingate is m.c. for a panel of cancer specialists who will answer questions on cancer phoned in by viewers during the program.

WATV(Ch 13) - Wilson, Glickman and Lee; DEBUT April 11; Mon thru Fri, 7-7:30pm EST. Newark, NJ Participations. Sports chatter by Ward Wilson, Marty Glickman and Bert Lee. The three discuss games of the day and general sports.

WATV - Barry Gray; DEBUT April 11; Mon thru Fri, 7:30-7:45pm EST. The radio commentator returns to TV with his commentaries on news and issues of the day. He had been seen last season over WABD(NY).

KABC-TV(Ch 7) - Fishing Tips; RETURN April 6; Wed, 10-10:30pm PST. Sponsor- Associated Sporting Goods Dealers(3 local stores) thru Richard N. Meltzer Los Angeles Advertising, Inc(LA). Prods- Tom Lowey, Riley Jackson. Seasonal show in its third season returns on a new station, with Jack Curnow, fish and game editor of the L. A. Times, as host for interviews and showing film clips of salt and fresh water fishing locations.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
New York					
WABC(7)	*"Soldiers of Fortune" (Ziv)	-The Seven-Up Co thru J. Walter Thompson Co(Chi)	4/9	Sat	6-6:30pm
WABC(7)	*"Paris Precinct" (UM&M)	-Shulton, Inc(Toiletries) thru Wesley Associates(NY)	4/3	Sun	10:30-11pm
WABC(7)	#"Cisco Kid" (Ziv)	-Open	4/9	Sat	6:30-7pm
WRCA(4)	*"Science Fiction Theatre"(Ziv)	-Emerson Drug Co(Bromo-Seltzer) thru Lennen & Newell(NY)	4/5	Tue	7-7:30pm

CODE: *First run in market #Re-runs (Additional listings covering several weeks will be included in the next report)

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TALENT SHOWSHEET APRIL 11-17, 1955
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Most of the shows on April 8, 9, 10 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 15. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY APRIL 8  
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MAMA (Peggy Wood)	CBS 8pm	<u>T. R. & the Shining Secret</u> - (O) by Palmer Thompson; with regulars & Jack Sheehan, Helen Carew; (SD)
JACK CARSON	NBC 8pm	William Gargan, Francis Pierlot (S&D), Connie Towers (FROM H'D)
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Mr. Ears</u> - (O) by Eddy Orcutt, (A) by Philip MacDonald; with Walter Brennan, Tommy Rettig, John Damler, Frances Zucco; (SD) by Gerald Mayer
CHANCE OF A LIFETIME	DuM 10pm	Anita Darian (S), Rebecca Lynch (M)

SATURDAY APRIL 9
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|                                                   |                    |                                                                                                                                                                                                                                                                                          |
|---------------------------------------------------|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TOM CORBETT<br>(Frankie Thomas)                   | NBC 11:30          | (SW) by Weinstock & Gilbert; with regulars & Frank Sutton, Bob<br>Hastings; (SD)                                                                                                                                                                                                         |
| <u>Buffalo Bill, Jr.</u><br>(Dick Jones)          | WCBS 5pm           | <u>The Black Ghost</u> - with regulars & Nancy Gilbert, Harry Chesh-<br>ire, Claudia Barrett, Ewing Mitchell, Bill Henry, Dennis Moore<br>Denver Pyle, Budd Buster; (SW & SD)                                                                                                            |
| <u>Man Behind the Badge</u><br>(Charles Bickford) | WCBS 6:30          | <u>The Case of the Uncrowned Champ</u> - (O) by Alvin Boretz; with<br>Christian Drake, Sally Fraser, Bob Crosson, Jimmy Ogg, Peter<br>Miller, Howard Negley, John Hiestand; (SD)                                                                                                         |
| MAX LIEBMAN<br>SPECTACULAR                        | NBC 9pm<br>(COLOR) | <u>The Merry Widow</u> - Book by Victor Leon & Leo Stein, Music by<br>Franz Lehar, TV (A)-(SW); with Anne Jeffreys, Brian Sullivan,<br>Helena Bliss (all S), Edward Everett Horton (C), John Conte<br>(S), Bambi Linn & Rod Alexander (D), Beatrice Kraft (D), Jack<br>Russell (S); (SD) |

SUNDAY APRIL 10  
 ~~~~~

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	<u>A Journey of a Night</u> - (O) by Charles Norman; with Mildred Dun- nock, Ruth White, Michael Higgins, Nancy Wickwire, Ned Glass, Richard Hamilton, Warren Oates, Richard Robbins, Margot Ste- venson; (SD)
EASTER IN NEW YORK	NBC 12:30pm	Ben Grauer, Arlene Francis, Mimi Benzell (S), Robert Shaw Male Chorus (S) dir. by Ralph Hunter, Jack Kelly Trio (M)
ADVENTURE	CBS 3:30	Van Dyke Parks
HALI-MARK HALL OF FAME	NBC 5pm	<u>Lydia</u> - (O) by E. Jack Neuman; with Sarah Churchill & others to be announced; (SD, FROM HOLLYWOOD)
OMNIBUS (Alistair Cooke)	CBS 5pm	<u>Uncle Tom's Cabin</u> - (O) by Harriet Beecher Stowe, (A) by Ellen Violet; with Arthur O'Connell, John Marriott, Doreen Lang, James Daly, Lynn Loring, Phyllis Hill, Jacques Aubuchon, Chris Gampell, Vinnie Burrows, Evelyn Davis, Irene Treadwell, James Milhollin, William A. Forester, Richard Ward, Ken Freeman, Pau- line Myers, Robert Duke, Billie Lou Watt, Mildred Clinton; (SD) by Seymour Robbie; <u>Music & Dance from India</u> - interpreted by Yehudi Menuhin (M); with Shantah Rao (D), Ali Akbar Kahn, Cha- turlal, Vasanti Rao, Nethatta (all M), Ven Kataraman (S); <u>Churchgoers of Kent</u> (Film) - with Father John Patterson; Dir & Photographed by Arthur Ornitz (LAST SHOW OF SEASON)
KUKLAPOLITAN EASTER SHOW	ABC 6:30	regulars & Joseph Lockwood, Mary Dornheim, Peter Pell, Carolyn Gilbert as (S); Music conducted by Rex Maupin (FROM CHICAGO)
MR. PEEPERS (Wally Cox)	NBC 7:30	regulars & Reta Shaw, Dan Morgan, Martha Greenhouse, Ernest Truex; (SW & SD)
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	<u>Beloved Stranger</u> - (O) by Sumner Locke Elliott; with Hugh Reil- ly, Constance Ford, Sally Gracie, Maureen Hurly, John Alexan- der, Margaret Hamilton, Cynthia Latham, Carol Veazie, Will West, Ed Walsh; (SD) by Bob Mulligan

TALENT SHOWSHEET (more)

		SUNDAY APRIL 10(Cont'd)
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STORK CLUB Stage 7	ABC 9:15 CBS 9:30	Jill Corey(S), Oliver Wakefield(C), Isabel Robbins(S) <u>Young Girl in an Apple Tree</u> - (O) by Wells Root; with Ann Harding, Regis Toomey, Whit Bissell, John White; (SD)
APPOINTMENT WITH ADVENTURE	CBS 10pm	<u>Five in Judgment</u> - (O) by Douglas Taylor; with Paul Newman, Frank McHugh, James Gregory, Jeff Harris, Henry Hull, Jack Lord, Pat Breslin, Frank Overton; (SD) by Robert Stevens
Paris Precinct (Dauphin & Joudan)	WABC-TV 10:30	<u>Fire Bug</u> - with Le Beal, Paul Bonifas, Jacques Chambord, Vir- ginia Kelly, Alex d'Arcy, Roberta Haynes, Marc Behn;(SW,D)
		MONDAY APRIL 11
		~~~~~
Superman (George Reeves)	WRCA-TV 6pm	<u>The Runaway Robot</u> - with regulars & Phyllis Coates, Jack Larson, John Hamilton, Robert Shayne, Herman Cantor, Lucien Littlefield; (SW & SD)
Sherlock Holmes (Ronald Howard)	WRCA-TV 7pm	<u>The Night Train Riddle</u> - listed on March 28. Show substitu- on that date was <u>The Case of the Vanished Detective</u> - (O) by Charles & Joseph Early; (SD)
TV Reader's Digest (Hugh Reilly)	ABC 8pm	<u>How Charlie Faust Won a Pennant for the giants</u> - (O) by Edwin V. Burkholder, (A) by Don Mankiewicz; with Lee Marvin, Alan Reed, Lee Van Cleef, John Cliff, John Larch; (SD) by Leslie Martinson
VOICE OF FIRESTONE	ABC 8:30	Eugene Conley (S)
Medic(R. Boone)	NBC 9pm	<u>Physician Heal Thyself</u> -with Robert Bray; (SW & SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	<u>The Great Gatsby</u> - (O) by F. Scott Fitzgerald, (A) by Alvin Sapinsley; with Robert Montgomery, Edward Binns, John Newland, Phyllis Kirk, Scott Tennyson, Gena Rowlands, Jayne Heller, Ralph Bunker, Fred Worlock; (SD)
December Bride (Spring Byington)	CBS 9:30	<u>Psychiatrist</u> - with regulars & Grandon Rhodes, Howard McNear, Edith Simmons; (SW & SD)
STUDIO ONE	CBS 10pm	<u>Passage at Arms</u> - (O) by Irving Elman, based on files of Radio-Free Europe; with Robert Sterling, Raimonda Orselli, Theodore Bikel, Peter Capell, Ilka Windisch, Michael Gorin; (SD) by Franklin Schaffner
Eddie Cantor Big Town (Mark Stevens)	WABC 10pm WRCA-TV 10:30pm	Robert Strauss, Jack LaRue, Douglass Dumbrille, Helen Mowrey regulars & Natalie Norwick, Tudor Owen, Dan Riss, Russ Conway. Dick Wessell, Robert Easton, John Force; (SW & SD)
		TUESDAY APRIL 12
		~~~~~
Cavalcade of America	ABC 7:30	<u>The Gift of Dr. Minot</u> - with Walter Coy, Richard Erdman, Aline Towne, Don Shelton, Phyllis Coates, Diane Ross, Noel Toy, Nan- cy Evans; (SD)
Waterfront (Preston Foster)	WABD 7:30	<u>Rough Diamonds</u> - (O) by John Tucker Battle & Louis Vittes; with regulars & Charlie Smith, Wallace Clark, Maria Palmer, Peter Adams, Richard Travis; (SD)
Life With Father (Leon Ames & Lurene Tuttle)	CBS 8pm	<u>Father &amp; the Bicycle</u> - (O) by William Roberts; with regulars & Robert Emmett Keane, Madge Blake, Paul Burns, Roger Broadus Helen Spring, Connie Van, Gail Bonney; (SD)
MARTHA RAYE	NBC 8pm	Dennis O'Keefe, Jackie Coogan, Benny Goodman & His Sextet(M)
The Halls of Ivy (Ronald & Benita Colman)	CBS 8:30	regulars & Maurice Marsac, Tamar Cooper, Melinda Markey, Byron Foulger; (SW & SD)
Studio 57	DuM 8:30	<u>The Stalking Horse</u> - with Paul Langton, Jeanne Bates, Pamela Duncan, Ann Lee; (SD)
Fireside Theater (Gene Raymond)	NBC 9pm	<u>The Blessing of the Pets</u> - (O) by Eleanore Griffin, (A) by Herbert Little, Jr. & David Victor; with Jay Novello, David Colmans, Alma Beltram, Howard Negley, Sheila Bromley, Chick Chandler, Victor Millan, Rosa Turich, Pilar Del Rey, Manuel Lopez; (SD)
Danny Thomas (Jean Hagen)	ABC 9pm	<u>Father-Son Show</u> - (O) by Mac Benoff; with regulars & Art Lewis, Robert Foulk, Phil Arnold; (SD)

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ARMSTRONG'S CIRCLE NBC 9:30
THEATRE

UNITED STATES ABC 9:30
STEEL HOUR

RED SKELTON CBS 9:30

DANGER CBS 10pm

It's A Great Life NBC 10:30

My Little Margie NBC 8:30

New Stu Erwin ABC 8:30
(June Collyer)

The Millionaire CBS 9pm
(Marvin Miller)

KRAFT TELEVISION NBC 9pm
THEATRE

Douglas Fairbanks WRCA-TV 10:30

Conrad Nagel WABD 8pm

Treasury Men in ABC 8:30
Action(Walter Greaza)

JUSTICE NBC 8:30
(Gary Merrill)

SHOWER OF STARS CBS 8:30
(William Lundigan) (COLOR)

STAR TONIGHT ABC 9pm

Ford Theatre NBC 9:30

Four Star Playhouse CBS 9:30

POND'S THEATRE ABC 9:30

LUX VIDEO THEATRE NBC 10pm
(James Mason)

Public Defender CBS 10pm
(Reed Hadley)

Willy CBS 10:30
(June Havoc)

Leap for Freedom - (O) by Jerome Coopersmith; with Martin Brooks, Harry Townes, Gregory Morton, John Cameron Swayze, Sue Randall, Frank Daly, William Crane; (SD) by Herbert Bayard Swope
The Rack - (O) by Rod Serling; with Wendell Corey, Keenan Wynn, Marshall Thompson, Nicholas Joy, Mitchell Akrus; (SD)

Mary McCarty (FROM HOLLYWOOD)

Sandy River Blues - (O) by Barry Lake, (A) by Halsted Welles; Conrad Janis (M), Joan Wetmore, David Orrick, Barbara Nichols, Frederick O'Neal; (SD) by Tom Donovan

The Boys Clean House - with regulars & William McLean; (SW,D)

WEDNESDAY APRIL 13
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regulars & Paul Maxey, Willie Best; (SW & SD)

regulars & Jimmy Gleason, Ellen Corby, Sheila James, Willie Best; (SW & SD)

The Story of Quentin Harwood - with Robert Cornthwaite, Barbara Eiler; (SD)

Now Where Was I? - (O) by Morton Braus, (A) by Robert Emmett; with June Dayton, Gisele MacKenzie, Robert Webber, Freddie Wayne, Peter Turgeon; (SD) by Dick Dunlap

Crime a la Carte - no credits available

THURSDAY APRIL 14  
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Of Pigs & Kings - (O) by Pat Crean, George Higgins, Eileen Coghlan, Michael Morel, John Stacy, Stella Vitelleschi, Richard Garrick; (SD)

Joanne Davis, Robert Tafur, Russ Conway; (SW & SD)

Shadow of Terror - (O) by Phil Reisman, Jr.; with Peggy Ann Garner, William Redfield, Parker McCormick, Frank Thomas, Sr. Shirley Grayson, Alan Ericksen, Matt Crowley, Moultrie Patten
Showstoppers - with Ethel Merman (S), Red Skelton (C), Peter Lind Hayes & Mary Healy (C&S), Harold Lang (D), Cindy Robbins (D); Choreog by Gene Nelson, James Starbuck; Idea by George Gilbert; Prod by Jule Styne, Nat Perrin (FROM HOLLYWOOD)

The Lavender Kite - (O) by Gladys Seidelhuber; with Margaret Feury, Edward Binns; (SD) by Alan Anderson

The Woman at Fog Point - (O) by Hugh B. Cave, (A) by David Lang; with Charles Bickford, Joan Camden, Lamont Johnson, Raymond Greenleaf, Chubby Johnson, Evelyn Rudie; (SD)

Madeira! Madeira! - (O) by LeRoy H. Zehren; with Charles Boyer, Nestor Paiva, Jan Arvan, Walter Kingsford, Angela Lansbury; (SD) by Roy Kellino

No Riders - (O) by Wendell Mayes; with Jack Warden, Jose Perez Audra Lindley, Cliff Hall, Alonzo Bozan, Amy Douglass; (SD) by Fred Carney

No Sad Songs for Me - (O) by Ruth Southard, screenplay by Howard Koch. TV (A) by DeWitt Bodeen; with Claire Trevor, William Hopper, Katharine Bard, Lydia Reed, Maidie Norman, Tom Powers, Jeanne Wood, Betty Hanna, Selmer Jackson, Doris Karnes
Stepfather - (O) by Malvin Wald, Jack Jacobs; with Don C. Harvey, Barry Truex, Don Haggerty, Emlen Davies, Joel Smith, John Parrish, Ralph Peters, Robert Griffin; (SD)

Willy's Wall Street Flyer - with regulars & William Tracy, Herbert Hayes, Helen Morningstar, Frank Jenks, Lou Leonard; (SD)

1. The first part of the report is a general introduction to the subject of the study. It discusses the importance of the study and the objectives of the research.

2. The second part of the report is a detailed description of the methodology used in the study. It includes information about the sample, the data collection methods, and the statistical analysis.

3. The third part of the report is a presentation of the results of the study. It includes tables, figures, and text describing the findings.

4. The fourth part of the report is a discussion of the results. It interprets the findings and discusses their implications for the field of study.

5. The fifth part of the report is a conclusion. It summarizes the main findings of the study and provides recommendations for future research.

6. The sixth part of the report is a list of references. It includes all the sources of information used in the study.

7. The seventh part of the report is an appendix. It includes any additional information that is relevant to the study but is not included in the main text.

8. The eighth part of the report is a glossary. It defines the key terms used in the study.

9. The ninth part of the report is a bibliography. It lists all the books, articles, and other sources used in the study.

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FRIDAY APRIL 15
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Adventures of Rintintin ABC 7:30  
 (Lee Aaker &  
 James Brown)

R. T. T. & the Printer's Devil - with regulars & Mildred von Hollen, Robert Burton, Roy Erwin, Harry Cody, John Frank Harry Strang, Mitchell Kowall; (SW & SD)

Secret Files, U.S.A. WABD 8pm

Mission Baram - with Dith Oorthuis; (SW & SD)

MAMA CBS 8pm  
 (Peggy Wood)

Dagmar's Graduation - (O) by Frank Gabrielson; with regulars & Philip Rodd; (SD)

Ray Bolger ABC 8:30  
 (Marjie Millar)

Last of the Showboats - (SW) by Richlin, Fox & Shapiro; with regulars & Clem Evans, Barbara Morrison, Byron Foulger, John Ayres, Maurice Kelly, Sylvia Lewis, Georgine Darcy, Cliff Ferre, Eddie Weston; (SD)

Topper CBS 8:30

Topper's Egyptian Deal - with regulars; (SW & SD)

THE BIG STORY NBC 9pm

Bernard Averbuch, San Francisco, Calif. Call-Bulletin - (O) by Gail Ingram; with Phil Abbott, Maxine Stuart, Elizabeth Yorke, Bert Freed, Herm Denkin, John Boruff, Courteen Landis

Dear Phoebe NBC 9:30

(O) by John L. Greene; with regulars; (SD)

Inner Sanctum WOR-TV 9:30

The Hermit - (O) by Doug Johnson; with John Marley, Gloria Marlowe, Harry Bellaver, John Coots, Tige Andrews; (SD)

The Vise ABC 9:30  
 (Ron Randell)

The Imperfect Gentleman - with Jack Watling, June Rodney, Hildy Christian, Anne Lancaster, Felix Felton, Leslie Kyle, Shirley Lawrence, Tony Quinn; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 8 THRU FRIDAY APRIL 15  
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TODAY NBC 7am
 (Dave Garroway)

M thru F - Bil & Cora Baird (puppeteers); M - Richard Boone; Tu - Stanley Kramer (producer) & film clips from Not as a Stranger; Thu - Las Vegas travel feature narrated by Lucius Beebe; F - Francoise Sagan (author of Bonjour Tristesse)

MORNING SHOW WITH CBS 7am
 JACK PAAR

F(4/8) - Larry Markes, Sid Reznick, Bob Howard & Earle Doud (show's staff writers) sub for Paar this show only; M - Goudschmidt Brothers (dog act); Tu - Bobby Sherwood (M); W - Hermione Gingold (C); F - Burl Ives (S)

GEORGE SKINNER WCBS 9am

Thru F(4/8) - Gene LaMarca (M); M thru F - Nola Fairbanks (S)

GARRY MOORE CBS 10am

M - Bruce Sidlinger (trampo); Tu - Ringling Circus chimps; F - Peiro Brothers (variety); the Mello Larks (S), Zippy & owner Lee Ecuyer

HOME NBC 11am
 (Arlene Francis)

M - Bob Porterfield (baseball); F - Don Gillis (M), Johnny Anderson (FROM WASHINGTON)

ART LINKLETTER'S CBS 2:30
 HOUSE PARTY

M - Corky Hale (M); Tu - Ernest Borgnine & clips from Marty; W - Angel Marlo (S); F - Caroline Leonetti (charm expert)(H,D)

TED MACK MATINEE NBC 3pm

M - Lillian Davis (M); Tu - Joseph O'Connor (M); W - Singing Harkins Family, John Peterson (M); Thu - Ernie Bushmiller (cartoonist), Joe Berner (M); F - Glen Turner (D); M thru F - regulars Dick Lee, The Honeydreamers; & Beth Parks replacing Elise Rhodes (S)

FIRST LOVE NBC 4:15

M thru F - Tod Andrews replaces Val Dufour as regular; (SW,D)

THE WORLD OF MR. SWEENEY(Charlie Ruggles) NBC 4:30

regulars &: M - Nicholas Saunders, Julia Follansbee; Tu - Marion Shockley; W - Ginger Brooks; Thu - Susan Steell, Dulcie Cooper; F - Charles Cooper; (SW & SD)

MODERN ROMANCES NBC 4:45
 (Martha Scott)

M thru F - Attorney for the Defense - (O) by Michael Morris; with Mary Jackson, Judith Braun, Don Briggs; (SD) by Reynolds

MAGIC COTTAGE WABD 6pm

regulars &: M thru F - Skedge Miller, Bernard Kates; (SW & SD)

COKE TIME WITH NBC 7:30
 EDDIE FISHER

W - Diahann Carroll(KINE); F - Gordon MacRae subs for Fisher; June Hutton (all S)

TONIGHT NBC 11:30
 (Steve Allen)

M - Al Schacht (baseball), Nora Kaye (D); Tu - Irwin Corey(C); W - Ernie Kovacs (C), Val Cleiburn (M); Thu - Sol Yaged (M), George DeWitt (C), Ella Logan (S); F - Don Shirley (M)

SATURDAY APRIL 16
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Captain Midnight CBS 11am
(Richard Webb)

Buffalo Bill, Jr. WCBS-TV 5pm
(Dick Jones)

Man Behind the Badge WCBS 6:30
(Charles Bickford)

The Range Rider WRCA 6:30
(Jack Mahoney)

Rheingold Theatre WRCA-TV 7pm
Presents Henry Fonda

Donald O'Connor NBC 9:30

GEORGE GOBEL NBC 10pm

Damon Runyon Theatre CBS 10:30

Counterfeit Millions - (O) by Malcolm Stuart Boylan; with
regulars & John Domler, Ken Christy, Byron Foulger; (SD)

The Death of Johnny Ringo - with regulars & Harry Lauter,
Eddie Dew, Jimmy Best, Angie Dickinson, George J. Lewis,
Dick Elliott; (SW & SD)

The Case of the Dying Past - (O) by Alvin Boretz; with Wen-
dell Holmes, Harry Shannon, Gene Reynolds, Jan Merlin,
Charles Meredith, Eddie Waller, Edit Angold, Adrienne Marden

The Golden Peso - (O) by Sue Dwiggins & Vy Russell; with
regulars & Steve Clark, Jonathan Hale, Riley Hill; (SD)

The Unforgivable - with Thomas Mitchell, Nancy Gates, Craig
Hill, Bill Walker, Michael Whalen, Ralph Moody, Herb Vigran,
Ann Carol, Alan Reynolds; (SD)

Johnny Mercer (S&composer) (FROM HOLLYWOOD)

Walter Brennan & regulars; (SW & SD, FROM HOLLYWOOD)

Pick the Winner - (A) by Russell S. Hughes; with Vivian
Blaine, Robert Strauss, Bruce Bennett, Diane de Laire (PREM' RE)

SUNDAY APRIL 17
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Capt. Gallant NBC 5:30

You Are There CBS 6:30
(Walter Cronkite)

JACK BENNY CBS 7:30

Conrad Nagel WABD 7:30

Pepsi-Cola Playhouse ABC 7:30
(Polly Bergen)

TOAST OF THE TOWN CBS 8pm
(Ed Sullivan)

PHILCO TELEVISION NBC 9pm
PLAYHOUSE

GENERAL ELECTRIC CBS 9pm
THEATRE (R. Reagan)

Stage 7 CBS 9:30

Loretta Young NBC 10pm

APPOINTMENT WITH CBS 10pm
ADVENTURE

Bob Cummings NBC 10:30
(Rosemary DeCamp)

Paris Precinct WABC 10:30
(Jourdan, Dauphin)

ROSS REPORTS - 4/10/55 - Page E

regulars & Jean Michaud, Jacqueline Porel; (SW & SD)

The Emancipation Proclamation - (O) by Howard Rodman; with
Jeff Morrow, Denver Pyle, Russ Conway, Robert Karnes, Olive
Blakeney, Virginia Brissac, Robert Johnson, Chester Hairston,
Howard Wendell, Amos Reese, Robert F. Simon; the following (S):
Floy Lassiter, Margaret Hairston, Olive Ball, Florence Brant-
ley, Chester Jones, Ivan Browning, George Comfort, Olive Hart-
well; (SD)

regulars Rochester, Mel Blanc, Frank Nelson, Sheldon Leonard

Contents Unlabeled - (O) by David Hill; with Alan Furlan,
Tonio Selwart, Finella Mari, George Gonneau, Rem Olmstead,
John Mantley; (SD)

House Where Time Stopped - (O) by John McGreevey; with Ian
Keith, Josephine Hutchinson; (SD) by Herschel Daugherty

Louis Armstrong (M&S), Robert Merrill (S), Marguerite Piazza
(S), David Whitfield (S), Joey Bishop (C), James Stewart &
clips from Strategic Air Command

The Blind and the Brave - (O) by Calder Willingham (from sec-
tion cut from End As a Man); with Tom Tully, John Kerr,
Jack Weston, Mark Richman, Don Fellows, Lonny Chapman, Oliver
Berg, Nan McFarland; (SD) by Jeffrey Hayden

O, Lonely Moon - (O) by Bryan MacMahon, (A) by John McLiam;
with E. G. Marshall, Maureen Stapleton, Margaret Wycherly; (SD)

Emergency - (O) by Gordon McDonell; with Lee Bowman, Jean
Byron, Christopher Dark, Angela Greene, Frances Mercer, Mich-
ael Whalen, Don Shelton, Victoria Ward, William Bryant, Ted
Hecht, Bernie Gozier, Clarence Lung, Harry Harvey, Jr.; (SD)

Feeling No Pain - (O) by William Bruckner; with Hugh O'Brian,
George Neise, Hazel Brooks, Karolee Kelly, Dabbs Greer, Carl
Milletaire, Ottola Nesmith, Dante Di Paola, Ellen Ray; Choreog
by Louis Da Pron; (SD) by Harry Keller

Faithful Pilgrimage - (O) by Rod Serling; with Viveca Lindfors,
Theodore Bikel, others to be announced; (SD)

Air Corps vs. Marriage - with regulars & King Donovan, Lee
Millar, Norma Brooks, Sally Todd, Susanne Alexander, Evelyn
Russell; (SD, SW)

Fake Paintings - with Guerini, Joe Breitbart, Daniel Lecour-
tois, Jacqueline Porel, Don Ziegler, Francois Vallorbe, Lord,
Jean Galland, Andree Lafayette, Daniel Caughy; (SW & SD)

TALENT SHOWSHEET

[illegible]

Ross Reports ON TELEVISION

INCLUDING

RECEIVED

THE TELEVISION INDEX

APRIL 13, 1955

VOLUME 7 NUMBER 15 A

EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

BUS MGR: Marjorie Oxley

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

NBC will have the final decision on whether Robert Montgomery Presents is cut back to alternate weeks or goes on as is. Talks are in progress on the summer replacement program and the fall set-up. It is a certainty that NBC has a sponsor lined up for the alternate week dropped by the American Tobacco Co (it seems that there is no question that American Tobacco doesn't want the time even though its option still has a short time to go). The question is whether Mr. Montgomery wants to maintain his weekly schedule and also whether NBC would permit the program to be cut back to alternate weeks, weakening a strong property.....Justice, sponsored by The Borden Co., which just passed its first anniversary, stays for another year according to new contracts, with Gary Merrill continuing in the lead-host role.....Henny Youngman will star in a flexible time variety show over ABC, following the Wednesday Night Fights, with Rocky Graziano, a female singer to be signed and a music combo. The format will be similar to that followed by Jan Murray on his current Friday show over NBC following the fight program. The ABC fights will be sponsored on alternate weeks by Pabst, the longtime CBS weekly sponsor, and The Mennen Company for its entire line of men's products including its newly introduced shampoo. The fights open on ABC on June 1 with a world championship middleweight match, spotted to give a splash to the changeover from CBS.

Warner Bros. Presents will debut over ABC on Sept 13, Tuesdays, 7:30-8:30 EST. Each weekly program will have completely self-contained stories, running about 45 minutes, with the rest of the hour devoted to at least six minutes of "on location" scenes of a Warner Bros feature in the making, with additional time slotted for introductions to new Warner Bros. personalities, location shots and a preview of the next week's program. Beyond this the format is described as completely flexible even for its three main types: "Casablanca," the series title for the adventure programs; "Kings Row," for romance stories, and "Cheyenne," for westerns. While the 39-program contract calls for the program types to be presented alternately, "where it is deemed desirable, certain formats may continue two or more weeks in a row." Each of the program types will have its own regular host and each will be produced by special production units assigned to the three types of stories. Jack L. Warner, v.p. and exec producer, will supervise all production. The flexibility of presentation, noted in the statement about the pattern of presentation, gives rise to the possibility that Warner's may "screen test" specific features, presenting extended footage, then combine segments for theatre presentation as Walt Disney did with "Davy Crockett."

- Page 1 -

(MORE)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

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THE HISTORY OF THE

The first edition of the history of the
people of the United States was published
in 1783. It was written by a man who
was a member of the Continental Congress
and who had been a member of the
Committee of the Whole. The history
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Warner's also set up its own television film subsidiary, Sunset Productions, with Jack Warner, Jr., as head of production. First series announced is Men of the Sky, to be written and produced by Vincent B. Evans, with Air Force and Defense Dept cooperation. The half-hour films will be an adventure series rather than a documentary film record.....Parsonnet & Wheeler, Inc., will put its first film series into production for Guild Films in Munich in Carlton Films Studios on April 23. Brother Mark, starring Richard Kiley in the role of a former man-about-the-world who dedicates his life to the golden rule and dispenses justice through spiritual guidance, will employ American actors now abroad in the 39 episodes of the series, made for syndication through Guild. Marion Parsonnet will direct, with Anthony Z. Landi as associate producer. Larry Menkin, of Guild Films, is editorial supervisor.....A CBS pilot for a new series, Yankee Privateer, was in pre-production this week at Kling Studios in Hollywood. Lee Blevins and David S. Garber are producing with CBS exec producer Cecil Barker and producer William Brennan supervising. Lew Landers will direct. The pilot is one of a group that CBS is getting ready for the opening of the net children's programming spread in the Monday thru Friday, 7:30-8pm EST spots. Under present plans, the net needs at least five series, all of which may be new if current sponsorship raids on other networks' program don't jell.

Julius La Rosa will star in his own Monday thru Friday show over CBS, starting June 27, 7:45-8pm EST, except for Tuesdays during the first two or three weeks. On the basis of the starting date, Perry Como's last show for CBS would be June 24, while Jane Froman will leave her Thursday night show after June 23. Jo Stafford will continue into July in her Tuesday time, after which La Rosa will take over the whole spread. The La Rosa contract is firm for nine weeks, with an option for five more, which means that CBS' all-kid schedule in the 7:30-8pm spot would not start before Oct 3, the same day that Mickey Mouse Club bows over ABC in the 5-6pm spot..... Mark Stevens is now the biggest triple-threat star in television, having just signed a new contract with Gross-Krasne under which he will produce, direct, star in and be script supervisor of 39 Big Town films to be produced starting this summer for next season's programming.....Ashley-Steiner's Steve Canyon pilot will probably be produced in late spring, from a script by Carey Wilbur. It would be shot at an Air Force base, slanted for the adult audience.

Station KTTV, Los Angeles independent, hit the networks where they live yesterday by scheduling the longest remote telecast ever attempted by an independent station -- 2,100 miles from Ann Arbor, Mich., to Los Angeles, for a live telecast of the press conference on the Salk Polio Vaccine Report of the National Foundation for Infantile Paralysis. KTTV exercised its option for microwave lines from Ann Arbor to LA on April 6, including the only outgoing line from Ann Arbor to Toledo. Although NBC's Home was scheduled to cut in on the KTTV telecast, at the last minute the pickup was not made. The KTTV telecast, picked up with its own equipment flown in advance to Ann Arbor, was sponsored by Richfield Oil Corp (Cal.), with LA commentator Ed Reimers as narrator. The program was scheduled to begin at 6:45am PST and continue to 11am, over KTTV and thru feeds to KGO-TV(S. F.), KFMB-TV(San Diego) and KCCC-TV(Sacramento). The KTTV exclusive line from Ann Arbor to Toledo was made available on a pool basis to other stations and nets. The television industry was also responsible for breaking the strictly-held release time for the Salk report, when NBC's Today show announced the first highlights at 9:22am EST. As soon as word of this was flashed to the wire services they moved up their releases to 9:35am, instead of waiting to the agreed 10:20am release time, yesterday (12). In any case, the TV industry, including the networks that care to blush, might bow low to independent KTTV which rushed in on what everyone knew would be the week's big news.

The major programming war for the children's audience has already started in Los Angeles, with KTLA debuting a 90-minute, Monday thru Friday cartoon show, 4-5:30pm, on April 11, featuring the Looney Tunes package. KNXT last week bought 156 "Scrappy" and "Krazy Kat" cartoons, many of them to go into its 5-5:30pm Space Funnies show. KABC-TV will have Mickey Mouse, 5-6pm, on Oct 3, when the others may be played out.

Reah Productions rolls tomorrow (14) on Raymond Massey's starrer, I Spy, at Parsonnet Studios. Massey plays the only regular in each episode, "Anton, the Spymaster." Dorothy Hart has the leading feminine role in the first film, as "Maria Sorrell." William Berke is exec producer for Guild Films, Edward Montaigne is co-producer and director, Phil Reisman is co-producer and script editor, and Bob Champ-lain handles casting at Reah, 45 E 51st St., New York 22. MU 8-3970.....NBC's Opera Theatre presentation of "The Saint of Bleecker Street" on May 15 will not be seen in Baltimore, Washington or Richmond, because of prior theatrical commitments.Kraft Television Theatre celebrates its eighth anniversary on May 11, the longest weekly run in television. It went on the air on May 7, 1947.....In Philadelphia, WPTZ marked another of television's eighth birthdays, a month ahead of Kraft. The station's scheduled telecast of the Philadelphia Phillies' opening baseball game (washed out) would have been the start of its ninth year of baseball telecasts, begun in 1947 with the spring exhibition series between the Phillies and the late A's. The first game that gets on the air this week, weather permitting, will mark the event.

NBC's Television Playhouse has tentatively scheduled Paddy Chayefsky's new play, a family comedy, for May 22, pending the availability of a star for the key role.....Joseph Sweeney has been added to the cast for Producer's Showcase upcoming "The Petrified Forest." Its May 2 production of "Darkness at Noon" will star Lee J. Cobb, (in an odd switch with Claude Rains, originally announced); David Wayne, Ruth Roman, Oscar Homolka, Joseph Weissman, Mikhail Rasumny, Nehemiah Persoff, Henry Silva, James Millhollin, Alfred Hesse, Fred Rolfe and Michael Gorrin.....Robert Montgomery Pre-sents has re-scheduled "The Great Gatsby" for May 9, following its cancellation on Monday night after Mr. Montgomery was stricken with the flu during Monday afternoon rehearsals. Other futures on the Montgomery program schedule include: April 18, "P. J. Martin & Son," starring Edna Best in a Robert Shaw original; April 25, "The Tall Dark Man," a Milton Gelman adaptation of the Anne Chamberlain novel, starring Robin Morgan; May 2, "Bella Fleace Gave a Party," adaptation by Doria Follett from Evelyn Waugh's original, starring Fay Bainter.

The George Foster Peabody Radio and Television Awards, administered by the University of Georgia, will be formally presented to those honored at a luncheon meeting of the Radio and Television Executives Society of New York on April 20, 12 noon, at the Hotel Roosevelt in New York, the ninth year they have been given in this setting since the awards were set up 15 years ago. The winners are chosen from entries submitted by representative groups in the industry and allied groups as well as "listening post" committees set up by the Peabody Board. The emphasis of the awards has always been on public service and quality as contrasted with fleeting popularity and commercial success. The awards are always announced in advance of the luncheon to permit those honored to be present. The 1954 TV awards were to: John Daly (ABC) for radio-TV news; George Gobel (NBC), TV entertainment; Adventure (CBS), TV education; Omnibus and The Search (both CBS), TV special awards; Disneyland (ABC), TV youth-children's category; Industry on Parade (Nat'l Assn of Manufacturers series), TV national public service; WJAR-TV(Providence) for coverage of "Hurricane Carol", TV regional public service. As with any awards, some may be disputed by others with differing opinions.

PEOPLE GOING PLACES: Chester MacCracken. v.p. in charge of radio and television production for Doherty, Clifford, Steers & Shenfield, Inc., New York, will resign May 1.....Peter Finney has joined Vidicam Pictures Corp. in New York as a partner and exec v.p., after resigning as v.p. for radio and television for Harry B. Cohen Advertising.

Ross Reports ON TELEVISION

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APRIL 18-24, 1955

VOLUME 7

NUMBER 16

EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

BUS MGR: Marjorie Oxley

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

WEEKLY REPORT

PUBLISHED BY TELEVISION INDEX, INC.

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(20)

ABC- 8:30-9pm EST; DEBUT; Mr. Citizen; from WABC-TV(NY), 36 stations live, 44 kine. Sponsor- Liggett & Myers Tobacco Co (L & M Filter Cigarettes) thru Cunningham & Walsh, Inc(NY); Acct Exec- Fred H. Walsh; Agcy Superv- Norman Gort; Commls- On Film. Pkgr- Cunningham & Walsh, Inc(NY); Prod- Edward A. Byron; Assoc Prod- Marx B. Loeb; Dir- Charles Tate; Editor- Peter McGovern; Reporter- Leonard Safir; Head Researcher- Mary Lee Fletcher; Music Dir- John Gart; Writers- Robert J. Shaw, Howard Rodman, alternate weeks; Asst to Prod & Casting- Gwen Campbell (at Byron office, 8 E 52 St). Allyn Edwards is host and narrator for this live series of dramatizations of true stories of people who have helped their fellow men, either by heroism or inspiration, without thought of themselves. The individual whose story is re-enacted appears on the program and receives a citation from a noted public figure who appears as a guest. The program replaces the New Stu Erwin Show for the sponsor; last show April 13.

Thursday(21)

ABC- 7:30-8pm EST; SPECIAL; Eddie Fisher Salutes Young America; from WFIL(Phila), no. of stations indefinite. Sponsor- General Mills (Institutional) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Joseph Holmes; Agcy Superv- Dave Nyren. Pkgr- Dancer-Fitzgerald-Sample, Inc(NY); Exec Prod- Dave Nyren; Prod & Dir- Herb Sussan; Music Dir- Axel Stordahl; Writer- Gordon Auchincloss. Eddie Fisher is m.c. for a variety show at the Bellevue Stratford Hotel in Philadelphia. John Daly will announce the Betty Crocker All-American Homemaker of Tomorrow, from among 48 state winners at a banquet at the hotel. Program replaces The Lone Ranger for the sponsor in this time spot, one time only.

Sunday(24) - DAYLIGHT SAVING TIME BEGINS

NBC- 4-4:30 EDT; RETURN; Comment; from WRCA-TV(NY) & WRC-TV(Wash), to the net. Sustaining. Pkgr- NBC Public Affairs; Superv- William R. McAndrew; Dirs- Julian Goodman(Wash), Ann Gillis(NY). News documentary with staff commentators and overseas correspondents interpreting international events. The program will be presented again on May 8, June 5 and June 19. Presented alternately in this time spot will be Background, the Elder Wise Men filmed conversations and NBC Opera Theatre (May 15).

THE HISTORY OF THE UNITED STATES

The history of the United States is a story of a people who have grown from a small colony of settlers to a great nation. The story begins with the first settlers who came to the New World in search of a better life. They found a land of opportunity, but also a land of hardship. The early years were filled with struggle and sacrifice, but the settlers persevered. They built a new society, one based on the principles of liberty and justice. Over time, the United States grew in size and power, becoming a world leader. The story of the United States is a story of a people who have overcome many challenges and achieved great things. It is a story of a nation that has stood for the principles of freedom and democracy for over two centuries.

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OTHER NETWORK CHANGES & ADDITIONS

CBS- Lassie (Sun, 7-7:30pm EST) Re-runs of films started March 13. (Only 26 films were produced for the first season's series).

The Search (Sun, 4:30-5pm EDT) Last program in series, April 24; titled "The Search Sums Up," including highlight excerpts from previous programs.

NEC- Today (Mon thru Fri, 7-9am all zones) Originates from Detroit, April 18-22.

Home (Mon thru Fri, 11am-12noon EST) Originates from Washington, April 18-22.

The Big Story (Fri, 9-9:30pm EST) Alan Cooke added as director, alternating with David Rich, effective April 22.

NEW NETWORK SPONSORSHIPS

BROWN & WILLIAMSON TOBACCO CORP (Viceroy Cigarettes) thru Ted Bates & Co., Inc(NY) is sponsoring the Friday, 2-2:15pm segments, alternate weeks, of the Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm EST) over CBS, effective April 15. It also sponsored the segment on April 8, but alternate week sponsorship is effective April 15.

LOCAL STATION ACTIVITY

WATV(Ch 13) - Schedule changes: Barry Gray and Wilson, Glickman and Lee, both Mon
Newark, NJ thru Fri programs scheduled to debut April 11, cancelled (See page 39).

WATV - Deutsche Fernsehstunde; DEBUT April 16; Sat, 8-8:30pm EST. No production info available. German-American show featuring German songs and dances, and interviews with German-American personalities. Herbert Oettgen is m.c.

WATV - La Revista Hispana (The Spanish Revue); DEBUT April 16; Sat, 10-11pm. first week, then 9-10pm EST. No production info available. Perucho Iroguyen and Carmen Correa are hosts for the show which features a half-hour live situation comedy, preceded by three five-minute segments of news, features and interviews, and followed by segments of the same types.

WNAC-TV(Ch 7)- 59th Annual B. A. A. Marathon; SPECIAL April 19; Tue, 2-2:30pm approx.
Boston Sponsor- Carling Brewing Co thru Harold Cabot & Co, Inc(Boston). Tel-
 ecast of the last portion of the famed Boston marathon, from Hopkinton
 to Boston, with three camera positions along the end of the run.

WLW-T(Ch 5) - Paul Dixon Show; STATION DEBUT April 18; Mon thru Fri, 3-3:30pm first Cincinnati week, then 3-4pm with feed to WLW-D(Dayton) and WLW-C(Columbus). Participations. Paul Dixon returns to Cincinnati with his music and pantomime show, featuring Sis Camp. He originally developed his program in Cincinnati over station WCPO-TV and was on the ABC and then the Du Mont network from Cincinnati. The program origination moved to New York Oct 13, 1954, and went off after the April 8, 1955 program. WLW-T carried the Du Mont feed starting this January.

KTLA(Ch 5) - Milady; DEBUT April 11; Mon thru Fri, 3:30-4pm PST. Participations.
Los Angeles Dorothy Gardiner is hostess for the program, presenting tips on home-
making, women's interest info and interviews. Tuesday and Thursday
segments feature Corris Guy with her "Tricks and Treats" cooking comment and demon-
strations.

KTLA - Playcrafters Club; FORMAT & SCHEDULE CHANGE April 16; Sat, 11-11:30am. Program was previously seen Mon thru Fri, 4-4:30pm. Arnold Pike now acts as host and coordinator, introducing the various guests.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

| STA & CHAN | SERIES TITLE & DISTRIB | SPONSOR & AGENCY | START DATE | DAY | TIME |
|--------------------|--|--|------------|--------------------|--|
| <u>New York</u> | | | | | |
| WABC(7) | *"Soldiers of Fortune" (MCA-
Revue - correction of p. 39 listing) | -Seven-Up Co thru J. Walter
Thompson Co. | 4/9 | Sat | 6-6:30pm |
| WABC(7) | #"Crown Theatre" (CBS Film
Sales) | -Participations | 3/14 | Mon | 9-9:30pm |
| WABC(7) | #"15 Minutes from Hollywood"
(MCA - same as Playhouse 15) | -Participations | 3/14 | Mon thru Fri | 6:30-
6:30-6:45pm |
| WABC(7) | #"The Two-Story Hour"
(MCA half-hour packages) | -Participations | 4/11 | Mon thru Fri | 9-9:55am |
| WABC(7) | *"The Eddie Cantor Show" (Ziv) | -P. Ballantine thru
Wm Esty | 4/11 | Mon | 10-10:30pm
(was seen Wednesdays) |
| WCBS(2) | *"Buffalo Bill, Jr"
(Leo Burnett) | -Mars, Inc(Milky Way) thru
Leo Burnett, Inc. | 3/26 | Sat | 5-5:30pm |
| WABD(5) | *"The Ames Brothers"
(MCA-Revue) | -Royal Crown Bottling Co of
Newark thru BED&O | 4/1 | Fri | 6:30-6:45pm |
| WRCA(4) | *"Science Fiction Theatre"
(Ziv) | -Emerson Drug Co(Bromo
Seltzer) thru Lennen & Newell | 4/5 | Tue | 7-7:30pm |
| WRCA(4) | *"Britannica Junior Theatre"
(Encyclopedia Britannica) | -Open | 4/17 | Sun | 9-10am |
| WOR(9) | *"TV Baseball Hall of Fame"
(Flamingo Films) | -Open | 4/9 | pre-baseball games | quarter-hour |
| WOR(9) | *"Adventures in Sports"
(Sterling) | -Open | 4/9 | post-baseball game | quarter-hour |
| WPIX(11) | #"Clubhouse Gang Comedies"
(Interstate) | -Participations | 4/9 | Sat | 6:30-7pm |
| WPIX(11) | *"The Christopher Half Hour"
(The Christophers) | -Sustaining | 4/17 | Sun | 10:30-11am
(in addition to M thru F show) |
| <u>Chicago</u> | | | | | |
| WNBQ(5) | *"Science Fiction Theatre"
(Ziv) | -Emerson Drug (Bromo Seltzer) thru
Lennen & Newell | 4/2 | Sat | 10:30-11pm |
| WNBQ(5) | *"TV Baseball Hall of Fame"
(Flamingo Films) | -Nelson Chevrolet, Inc thru
Gordon Best Co | 4/16 | Sat | 1-1:30pm |
| <u>Los Angeles</u> | | | | | |
| KABC(7) | *"TV Baseball Hall of Fame"
(Flamingo Films) | -Open | 4/18 | Mon | 10:45-11pm |
| KNXT(2) | #"The Range Rider"
(CBS Film Sales) | -Participations | 4/4 | Mon thru Fri | 5:50-6:20pm |
| KTLA(5) | #"Pride of the Family"
(MCA) | -Zandt Carpet Co | 3/11 | Fri | 7:30-8pm |
| KTLA(5) | #"Public Prosecutor"
(George Bagnall) | -Open | 4/12 | Tue | 7:30-7:45pm |
| KTLA(5) | #"Conspiracy" (Re-runs of
"Foreign Intrigue" - Official) | -Open | 4/10 | Sun | 10-10:30pm |
| KTLA(5) | *"Cartoon Carousel"
(Guild-Looney Tune Library) | -Participations | 4/11 | Mon thru Fri | 4-5:30pm |
| KTTV(11) | #"Ramar of the Jungle"
(TPA) | -Quaker City Choc & Confec
Co (Good and Plenty) thru
Adrian Bauer(Phila) and
Schwinn Bicycles thru Ted Fenberg(Chi) | 3/27 | Sun | 6-6:30pm
(Time and sponsor
changes) |
| KTTV(11) | *"Buffalo Bill, Jr"
Leo Burnett) | -Mars, Inc(Milky Way) thru
Leo Burnett Co., Inc(Chi) | 3/26 | Sat | 5:30-6pm |
| KTTV(11) | *"Science Fiction Theatre"
(Ziv) | -Olympia Brewing Co thru
Botsford and Pictsweet Foods | 4/12 | Tue | 9:30-10pm |
| KTTV(11) | *"Sports Mirror"
(George Bagnall) | thru Brisacher, Wheeler | 4/2 | Sat | 4:45-5pm |
| KTTV(11) | #"The Lone Wolf" (MCA) | -Open | 3/14 | Mon | 10-10:30pm
(was across-the-board) |

CODE: \*First run in market #Re-runs in market "Open" - avail for full or part sponsor

TALENT SHOWSHEET APRIL 18-24, 1955
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Most of the shows on April 15, 16, 17 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, April 22. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY APRIL 15  
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| | | |
|-------------------------------|-------------|--|
| Science Fiction Theatre | WRCA-TV 7pm | Don DeFore, Marie Windsor, Warren Stevens, Peggy O'Connor |
| RED BUTTONS
(Phyllis Kirk) | CBS 8pm | regulars & Ross Martin, Milton Frome, Marsha Mae Jones, Ty Perry, Allan Walker; (SW & SD) |
| Schlitz Playhouse | CBS 9pm | O'Brien - (O) by William Brandon, (A) by DeWitt Bodeen & Sidney Biddell; with Dan Duryea, Lillian Bronson, Margaret Field, Virginia Lee, Ralph Sanford, Ted Stanhope; (SD) by Sobey Martin |

SATURDAY APRIL 16
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TOM CORBETT	NBC 11:30	regulars & Carter Blake, Wesley Lau; (SW) by Albert Aley(SD)
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SUNDAY APRIL 17  
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|--|---------------|---|
| LAMP UNTO MY FEET
(Dr. Lyman Bryson) | CBS 10am | A Neighbor - (O) by Howard Rodman; with Maurice Schwartz, Margaret Hamilton, Jerome Kilty, Fritz Weaver, Victor Thorley Dickie Olsen, Bruce Webster; (SD) |
| CAMERA THREE
(James Macandrew) | WCBS-TV 11:30 | Hamlet (1st of 3 parts) - (O) by William Shakespeare; with Earle Hyman, Nancy Wickwire, Michael Kane, Gerald Sarracini, Michael Higgins; (SD) |
| LET'S TAKE A TRIP | CBS 3:30 | (O) by Bob Allison; with regulars Sonny Fox, Ginger MacManus, Pud Flanagan; (SD) by Roger Englander(PREMIERE) |
| HALLMARK HALL OF FAME | NBC 5pm | The Man Who Broke Down the Wall - (O) by Helene Hanff; with cast to be announced; (SD) |
| MR. PEEPERS
(Wally Cox) | NBC 7:30 | regulars & Guy Raymond, Carl Swenson, Gage Clarke, Reta Shaw, Michael Allen; (SW & SD) |
| COLGATE COMEDY HOUR
(Gordon MacRae) | NBC 8pm | Edgar Bergen & Charlie McCarthy (ventriloquist), Sue Carson (S), Ronnie Graham (C), the Treniers (M), Leigh Snowden, clips from <u>Ain't Misbehavin'</u> starring Piper Laurie & Mamie Van Doren; (O) by Mannie Manheim; (SD, FROM HOLLYWOOD) |
| STORK CLUB
(Sherman Billingsley) | ABC 9:15 | Polly Bergen (S), Oliver Wakefield (C), Robert Maxwell (M), Lynne Breton (C), Elaine Dunn (D) |
| GENERAL ELECTRIC
THEATRE
(Ronald Reagan) | CBS 9:30 | O, Lonely Moon - (O) by Bryan MacMahon, (A), by John McLiam; with E. G. Marshall, Neva Patterson replacing Maureen Stapleton previously announced, Jane Seymour replacing Margaret Wycherly; add: Roni Dengel, Joey Fallon, John Lynch, Mary Lynch, John Hamilton, Eileen Merry; (SD) |
| APPOINTMENT WITH
ADVENTURE | CBS 10pm | Faithful Pilgrimage - (O) by Rod Serling; with Viveca Lindfors William Prince, George Macready, Theodore Bikel, Luis Van Rooten, Martin Kosleck, Olga Fabian; (SD) |

MONDAY APRIL 18
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Sherlock Holmes (Ronald Howard & H. Marion Crawford)	WRCA-TV 7pm	The Case of the Violent Suitor - (O) by Charles & Joseph Early with regulars & Eric Micklewood, Brookes Kyle, Marie Sinkler, Rolly Bester; (SD)
CAESAR'S HOUR (Nanette Fabray)	NBC 8pm	regulars & Roger Sullivan, David Leland, George Kilroy, Lucky Kargo (latter 2, stunt men), Jules Racine, Charles Lee Saari
TV Reader's Digest (Hugh Reilly)	ABC 8pm	Honeymoon in Mexico - (O) by John & Peggy Wilhelm; (A) by Gwen Bagni; with Richard Long, Merry Anders, Anthony Numkema, Rafael Compos; (SD) by John Peyser
THE VOICE OF FIRESTONE	ABC 8:30	Robert Rounseville (S), George Feyer (M)
TALENT SCOUTS	CBS 8:30	Virginia Capers (S), the Four Mascots (S), Mary Kennedy (S)
I Love Lucy	CBS 9pm	regulars & Cornel Wilde; (SW & SD)
Medic(R. Boone)	NBC 9pm	My Child's Keeper - with Jeannie Baird, Linda Sterling, Randy Fields; (SW & SD)
ROSS REPORTS - 4/17/55	- Page A	TALENT SHOWSHEET (more)

1. The purpose of this document is to provide information regarding the activities of the [redacted] and the [redacted] in the [redacted] area. This information is being provided for your information and is not to be distributed outside of your office.

2. The [redacted] has been identified as a [redacted] and has been found to be involved in [redacted] activities. The [redacted] has been identified as a [redacted] and has been found to be involved in [redacted] activities. The [redacted] has been identified as a [redacted] and has been found to be involved in [redacted] activities.

3. The [redacted] has been identified as a [redacted] and has been found to be involved in [redacted] activities. The [redacted] has been identified as a [redacted] and has been found to be involved in [redacted] activities. The [redacted] has been identified as a [redacted] and has been found to be involved in [redacted] activities.

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10. The [redacted] has been identified as a [redacted] and has been found to be involved in [redacted] activities. The [redacted] has been identified as a [redacted] and has been found to be involved in [redacted] activities. The [redacted] has been identified as a [redacted] and has been found to be involved in [redacted] activities.



MONDAY APRIL 18(Cont'd)  
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ROBERT MONTGOMERY NBC 9:30
 PRESENTS

December Bride CBS 9:30

STUDIO ONE CBS 10pm

Eddie Cantor WABC 10pm
Big Town WRCA-TV 10:30
 (Mark Stevens
 & Barry Kelley)

Cavalcade of America ABC 7:30

Life With Father CBS 8pm

BUICK-BERLE NBC 8pm
 (Stang & Gilbert)

Studio 57 DuM 8:30

The Halls of Ivy CBS 8:30

Fireside Theater NBC 9pm
 (Gene Raymond)

Danny Thomas ABC 9pm
 (Jean Hagen)

ARMSTRONG'S CIRCLE NBC 9:30
THEATRE

ELGIN HOUR ABC 9:30

NEW RED SKELTON CBS 9:30

DANGER CBS 10pm

It's A Great Life NBC 10:30
 (Bishop, Dunn, O'Shea)

ARTHUR GODFREY CBS 8pm

MR. CITIZEN ABC 8:30
 (Ailyn Edwards)

The Millionaire CBS 9pm
 (Marvin Miller)

KRAFT TELEVISION NBC 9pm
THEATRE

RED BARBER'S CORNER CBS 10:30

Ray Milland CBS 8pm
 (Phyllis Avery)

Treasury Men in ABC 8:30
Action(Walter Greaza)

ROSS REPORTS - 4/17/55 - B

P. J. Martin & Son - (O) by Robert J. Shaw; with Edna Best,
 Lynn McCarthy, Jack Mullaney, Gloria Stroock, Lori March,
 Ann Dere, William Erwin, Raymond Bramley, Philippa Bevans;(SD)

regulars & Gail Bonney; (SW & SD)

Affairs of State - (O) by Louis Verneuil, (A) by Everard
 Meade; with Betty Furness, Jeff Morrow, Walter Hampden, Rita
 Vale, Paul Huber, John Marriott; (SD) by Paul Nickell
Frances Mercer, John Gallaudet, Tris Coffin; (SW & SD)
 regulars & Edward Binns, Lillian Buyeff, Addison Richards,
 Peter Gray, Sarah Selby, Victor Sen Yung, William Kendis,
 Alan Reynolds; (SW & SD)

TUESDAY APRIL 19
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The Indomitable Blacksmith - with Whitfield Connor, Peggy  
 Webber, Frank Ferguson, Katharine Warren; (SD)

Father Has a Bad Night - (O) by Whitfield Cook, Dorothy Baker  
 with regulars & Nana Bryant; (SD)

Hoagy Carmichael (M&S), Hildy Parks, Fred Clark, Dorothy Col-  
 lins (S), Raymond Scott (M) & Berle regulars

Rainy Night - (O) by Fenton Earnshaw; with Nancy Gates, Tom  
 Avera, Robert Cornthwaite; (SD) by John English

regulars & Ted De Corsia, Adam Williams, Jack Elam; (SW & SD)

Luxurious Ladies - (O) by Leon Ware, (A) by David Victor &  
 Herbert Little, Jr.; with Stephen Bekassy, Hillary Brooke,  
 Jack Rice, Marjorie Bennett, Kathryn Card, Mary Young, Ger-  
 trude Graner, Chick Chandler, Henri Letondal, Ralph Dumke,  
 Sam Flint; (SD)

Benefit Show - (O) by Mac Benoff; with regulars & Dave Barry,  
 Bob Hopkins, Hy AVerback, George Givot, Dorothy Hamer; (SD)

The Secret of Emily DuVane - (O) by Jerome Ross; with Geral-  
 dine Fitzgerald, Martyn Green, Walter Brooke, Romney Brent,  
 Noel Leslie, Burford Hampden, Harry Shaw Lowe, Joe Trinidad;  
 Dir by Paul Bogart

Midsummer Melody - (O) by Joseph Schull; with Ernest Truex,  
 Jerome Courtland, June Lockhart, Kathy Nolan; (SD)

Abby Lane (S) (FROM HOLLYWOOD)

Telegram - (O) by George Bellak; with Harry Townes, Gene  
 Perrson, David White; (SD) by Paul Stanley

Formal for Amy - with regulars & Sally Creighton, Gloria Mar-  
 shall, Constance Purdy, Victoria Ward, Michael Ross, Rochelle  
 Ades, Marilyn Benedict, Keith Kerrigan, Jan Murray, Joan  
 Fotre; (SW & SD)

WEDNESDAY APRIL 20  
 ~~~~~

James Stewart

Late for Supper - (O) by Robert J. Shaw; with Hal Holbrook,
 Nancy Kenyon, Elizabeth Lawrence, Beverly Lunsford, Richie
 Clemence, Jane Rose, Steve Thomas; (SD) by Charles Tate (PREM)

The Story of Fred Malcolm - with Les Tremayne, Marjorie Rey-
 nolds; (SD)

Gramercy Ghost - (O) by John Cecil Holm; with Pat Carroll,
 James Broderick, Conrad Janis, Francis Bethencourt, Woodrow
 Parfrey, Tiger Andrews, Dortha Duckworth, LeRoi Operti, Ches-
 ter Stratton; (SD) by Maury Holland

Willy Mays (baseball)

THURSDAY APRIL 21
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regulars & Jan Merlin, Olive Sturgess, John Abbott, Leonid  
 Kinskey; (SW & SD)

The Case of the Forged Bonds - (O) by Robert Sloane; with  
 Harry Milan, Tony Barrett, Gloria Talbot, John Stephenson,  
 Mae Loomis; (SD)

TALENT SHOWSHEET (more)

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is essential for ensuring transparency and accountability in the organization's operations.

2. The second part outlines the specific procedures for recording and reporting data. It details the steps involved in data collection, processing, and analysis, as well as the frequency and format of reports.

3. The third part addresses the challenges associated with data management and provides strategies to overcome them. These include ensuring data integrity, maintaining data security, and implementing effective data backup and recovery plans.

4. The fourth part discusses the role of technology in enhancing data management processes. It highlights the benefits of using specialized software and tools for data storage, retrieval, and analysis.

5. The fifth part concludes by summarizing the key points and reiterating the importance of a robust data management system for the organization's long-term success.



THURSDAY APRIL 21(Cont'd)  
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|---|-----------|--|
| JUSTICE
(Gary Merrill) | NBC 8:30 | <u>A Shot in the Dark</u> - (O) by Art Wallace; with Vanessa Brown, John Cassavetes, Joe DeSantis, others to be announced; (SD) |
| CLIMAX!
(William Lundigan) | CBS 8:30 | <u>Flight 951</u> - (O) by Milton Geiger; with Paul Douglas, Barbara Britton, Irene Hervey, Cathy O'Donnell; (SD, FROM H'D) |
| STAR TONIGHT | ABC 9pm | <u>The Giants' Stair</u> - (O) by Wilbur Daniel Steele, (A)-(SW); with Bruce Gordon, Ruth White, Laurinda Barrett; (SD) by Joel O'Brien |
| <u>Dragnet</u> (Jack Webb) | NEC 9pm | regulars & Olan Soule, Rosemary Day, Jimmy Ogg, Douglas Evans, James Stone; (SW & SD) |
| POND'S THEATRE | ABC 9:30 | <u>Thunder Rock</u> - (O) by Robert Ardrey, (A) by Jere Daniel; with John Baragrey, George Voskovec, Alexander Scourby, Sally Chamberlin, June Dayton, Dan Morgan, Conrad Bain, Joe Maross |
| <u>Ford Theatre</u> | NBC 9:30 | <u>Sunday Mourn</u> - (O) by Roger West, (A) by Jerry Sackheim, George W. George, George F. Slavin; with Marilyn Maxwell, Wallace Ford, John Bromfield, Percy Helton, Tyler McVey, Brian Keith; (SD) |
| <u>Public Defender</u>
(Reed Hadley) | CBS 10pm | <u>A Pair of Gloves</u> - (O) by Jerry D. Lewis; with Bill Goodwin, William Boyett, Aline Towne, John Bryant, Patricia Burke, Russell Gaige, David Bruce, Bill Baldwin; (SD) |
| LUX VIDEO THEATRE
(James Mason) | NBC 10pm | <u>An Act of Murder</u> - (O) by Ernst Lothar (from novel <u>The Mills of God</u>), screenplay by Michael Blankford & Robert Thoeren, TV (A) by Sanford Barnett; with Thomas Mitchell, Ann Harding Ray Danton, Dayton Lumms, Howard St. John, Ruth Warren; (SD) |
| <u>Willy</u>
(June Havoc) | CBS 10:30 | <u>Willy and the Counterfeiters</u> - with regulars & Paul E. Burns Madge Black, Noel Drayton, Barbara Morrison; (SD) |

FRIDAY APRIL 22
 ~~~~~

<u>Adventures of RinTinTin</u> ABC 7:30 (Lee Aaker)		<u>R. T. T. &amp; the Dead Man's Gold</u> - (O) by Douglas Heyes & Eve O'Hara; with regulars & Millie Doff, Lane Bradford, Terry Frost, Tom London, John Hart; (SD)
<u>Topper</u> (A. Jeffreys)	CBS 8:30	<u>Topper's Uranium Pile</u> - with regulars; (SW & SD)
THE BIG STORY (Norman Rose)	NEC 9pm	<u>Allen Cowperthwaite, Helena, Montana Independent Record</u> - (O) by Max Ehrlich; with Murray Hamilton, Jerry Stiller, Michael Conrad, Steve Gravers, Fred Sadoff, Joan Chambers, Frank Overton, William Forrester; (SD) by Alan Cooke, new alternate director effective this date
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Who's the Blonde?</u> - (O) by John MacDonald, (A) by Jack Patrick, Don Taylor, Maxine Cooper, Robert Cornthwaite, Alexander Campbell, Thom Conroy, Robert Williams, Joy Lansing, Len Hendry; (SD) by Jus Addiss
<u>The Vise</u> (Ron Randell)	ABC 9:30	<u>The Schemer</u> - with Brian Smith, Linden Travers, Brian Worth, Donald Gray; (SW & SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 15 THRU FRIDAY APRIL 22  
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| | | |
|--|------------|--|
| MORNING SHOW
WITH JACK PAAR | CBS 7am | M - Ken Cord (M), Cliff Miller (double talk); Thu - Hermione Gingold (C) |
| GEORGE SKINNER | WCBS 9am | Thu - Ruth Manecke (animals), Chick Darrow (balloons) |
| GARRY MOORE
(Durward Kirby) | CBS 10am | W - Jimmy Jeffries (C); Thu - Charlotte Rae (C); F - "Senator" Clarke Crandall, The Florida Trio (variety) |
| ARTHUR GODFREY TIME | CBS 10:30 | M - James Stewart |
| WAY OF THE WORLD
(Gloria Louis) | NBC 10:30 | M thru F (5 episodes) - (O) by Harry W. Junkin; with Margaret Hayes, Natalie Trundy, Whitfield Connor, Leora Thatcher, Judson Reese, Jock MacGregor, Loren Gilbert; (SD) |
| ENTERTAINMENT | WABC 12:30 | Dori Brooks (S) & regulars M thru F |
| HAWKINS FALLS | NBC 4pm | M thru F - add regular: Bill Adler; (SW & SD, FROM CHICAGO) |
| WORLD OF MR. SWEENEY
(Charlie Ruggles,
Helen Wagner, Glenn Walken) | NBC 4:30 | regulars &: M - Jocelyn Brando, Jeff Harris; Tu - Jean Cleveland, Janet Fox, Jimmy Little; Thu - Joe E. Jarks; F - Ann Thomas, Roy Johnson, Jim Millhollin; (SW & SD) |
| ROSS REPORTS - 4/17/55 - Page C | | TALENT SHOWSHEET(more) |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 15 THRU FRIDAY APRIL 22 (Cont'd)
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MODERN ROMANCES (Martha Scott)	NBC 4:45	M thru F - <u>The Sixth Sense</u> - (O) by Harry W. Junkin; with Ann Shoemaker, Pat Breslin, Eric Sinclair, Todd Karns; (SD) (Jayne Meadows subs as hostess for vacationing Martha Scott).
TED MACK MATINEE	NBC 3pm	M thru F - regulars & Eddie Manson (M);
MAGIC COTTAGE	WABD 6pm	M thru F - Ed Holmes, Vince O'Brien; (SW & SD)
PERRY COMO	CBS 7:45	F (4/22) - Duke University Glee Club (S)
TONIGHT (Steve Allen)	NBC 11:30	M - Betty & Jane Kean (S&C), Lou Parker (C), Gaby Dell, Sammy Fain (composer), all of <u>Ankles Aweigh</u> ; Tu - Alice Ghostley (S), George Jessel (C); W - Jimmy Rushing (S); Thu - Nick Kenny (columnist), Aqua Bats; F - Elaine Malbin (S), Sono Osato (D)
SATURDAY APRIL 23 ~~~~~		
<u>Captain Midnight</u> (Richard Webb)	CBS 11:30	<u>The Walking Ghost</u> - (O) by Wallace Bosco; with regulars & Jan Shepard, William Fawcett, Belle Mitchell; (SD)
<u>The Range Rider</u> (Jack Mahoney)	WRCA-TV 6:30	<u>The Flying Arrow</u> - (O) by Dwight Cummins; with regulars & James Griffith, Douglas Evans, Dick Alexander; (SD)
<u>Rheingold Theatre</u>	WRCA-TV 7pm	<u>The Lady's Game</u> - with Charles Coburn
JIMMY DURANTE	NBC 9:30	Patty Andrews (S) (FROM HOLLYWOOD)
GEORGE GOBEL	NBC 10pm	Jack Shafton puppets (FROM HOLLYWOOD)
<u>Damon Runyon Theatre</u>	CBS 10:30	<u>Dancing Dan's Christmas</u> - (A) by Berne Giler; with Broderick Crawford, Marilyn Erskine, Robert Knapp, Mary Young, Paul Dubov, Murray Alper, Lennie Bremen; (SD)
SUNDAY APRIL 24 (Daylight Time Begins) ~~~~~		
THREE GIRLS	WABC 3pm	Jan Sherwood replaces Janis Carter as regular; (SW & SD)
ADVENTURE	CBS 5pm	(O) by Jay MacMullen (FROM YUCCA FLAT)
<u>You Are There</u> (Walter Cronkite)	CBS 6:30	<u>The Rise of Adolf Hitler</u> - (O) by Irving Tunick (repeat of script); with Peter Votrain, Paul Richards, Greta Granstedt
<u>Conrad Nagel</u>	WABD 7:30	<u>The Sandman</u> - (O) by Thomas Sterling; with Walt Richter, Sebastian Cabot, Pat Browning, Loris Peterson, David Frantz, Cecil Mathews; (SD)
<u>Pepsi-Cola Playhouse</u>	ABC 7:30	<u>The Lady Challenges</u> - with Eleanor Tanin, Craig Stevens; (SD)
MAX LIEBMAN SPECTACULAR	NBC 7:30	Judy Holliday (C), Dick Shawn (C), Frank Sinatra (FROM H'WOOD) Bambi Linn & Rod Alexander (D)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Marion Marlowe (S), Carol Haney (D), Jack Buchanan (S&D), the Half Brothers (juggling), Jackie Miles (C), Harry Belafonte (S)
<u>General Electric Theatre</u> (Ronald Reagan)	CBS 9pm	<u>The Windmill</u> - (O) by Ernest Haycox; (A) by Borden Chase; with James Stewart, Barbara Hale, Donald MacDonald, Cheryl Callaway John McIntire, Walter Sande, Edgar Buchanan, Arthur Space, Don Garner, Arthur Millan, Baynes Barron, James Griffith, Peter Romans, Fred Coby; (SD) by James Neilson
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	<u>Do It Yourself</u> - (O) by Jay Presson; with Patrick O'Neal, E. G. Marshall, Gena Rowlands, Pat Hingle, Stasia Kos, Maude Sheerer; (SD) by Arthur Penn
<u>Stage 7</u>	CBS 9:30	<u>The Magic Hat</u> - (O) by Irving Gaynor Neiman; with George Brent, Lydia Reed, Kristine Miller, Nora Marlowe; (SD)
APPOINTMENT WITH ADVENTURE	CBS 10pm	<u>The Quiet Gun</u> - (O) by Anne Howard Bailey; with MacDonald Carey, Neville Brand, others to be announced; (SD)
<u>Loretta Young</u>	NBC 10pm	<u>The Little Teacher</u> - (O) by Richard Morris; with John Hudson, Mimi Gibson, John Bryant, William Forrest, Brick Sullivan, Stuart Randall; (SD)
<u>Bob Cummings</u> (Rosemary DeCamp)	NBC 10:30	<u>Advice to the Lovelorn</u> - with regulars & Diane Jergens, Richard Jaeckel, Laurene Santley, Joan Hovis, Gloria Marshall; (SD)





# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

APRIL 20, 1955

RECEIVED

VOLUME 7

NUMBER 16 A

APR 20 1955

EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

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## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

Du Mont's announcement last week of its new Electronicam, a dual-purpose live television and motion picture camera using the same lens system, following the earlier announcement in Hollywood of a similar development by Al Simon of McCadden Productions, was cued to the fact that it may revitalize network programming, or at least create a new avenue for Du Mont to remain as the fourth effective television network. If Du Mont's programming ideas for the future, based on the full use of its new equipment, prove out then it would not be a "fourth" interconnected net, but a "first" time-connected network. It would follow current network practice in booking time on stations from a network office for spot placement of network films for a sponsor, the delayed play dates. The new cameras may pose future problems, but under a current agreement between AFTRA and SAG, as long as the film is a record of a live program, or a program shot continuously without extra footage or special editing, AFTRA would be the union in control of actors' agreements. If the cameras were used to produce a full film program photographed over a period of time, in takes or for integration with other footage, then SAG would be the vital union. The SAG-AFTRA agreement does not actually concern the new cameras, but was worked out some time ago covering cases relating to kinescopes and programs like You Bet Your Life, which is a television show recorded on film.

Because of heightened interest on the part of movie makers and others in the live one-hour drama series, it might be worth noting that the Robert Montgomery production for May 2, "Bella Fleace Gave a Party," is expected by the Montgomery staff to be exceptionally good. Fay Bainter is starring and script is by Doria Follett from Evelyn Waugh's original.....Wally Cox will still be playing "Mr. Peepers" when his program winds up its current season, although plans call for the final program or programs to be in the form of a revue with possible guest stars playing in sketches.....Caesar's Hour goes off for the summer after June 20, with the summer replacement, a Caesar (Shellric Corp.) package, starting July 4. Phil Foster has been signed as the lead, with Bill Hayes and Bobby Sherwood under consideration as male support. The femme side is still in the air. The program will be either in vignette form or will have a semblance of a running story. Charles Andrews will head the staff of writers, which may include younger, new writers, depending on the format. ....Maurice Evans' once-a-month Sunday series for Hallmark in the fall will cost less over the season than the current weekly Hall of Fame programs and will obviously attract more critical notice since any Evans production is newsworthy, whether on the stage or on television.

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(MORE)

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Future subs for Martha Scott as narrator on Modern Romances until the star returns from Hollywood and "The Ten Commandments," will be Kathi Norris, April 25-29; Margaret Hayes, May 2-6; and Dorothy Hart, May 9-13. Madge Evans began the rotation last week and Jayne Meadows is doing current episodes.....CBS Chicago has signed disc jockey Howard Miller to an exclusive three-year contract, effective July 18 when he winds up his NBC commitments. Miller would work both TV and radio under the agreement, including one CBS net radio program and four hours of television over WBBM-TV, at a salary minimum of \$4,000 weekly. The Wrigley Company will sponsor the radio show, but the television program format or frequency is still undecided. Miller currently stars on a Monday thru Friday program, Close Up, over WNBQ, which also stars his wife, singer June Valli. Miller will also make an audition film within the next few weeks which would be for the CBS TV net.....Tom Corbett, Space Cadet, NBC Saturday morning feature, loses Kraft Foods as a sponsor after June 25, with the kid program's future status indefinite after the date.....Big Story (NBC, Fri, 9-9:30 pm) goes off for summer hiatus after July 8 and returns Sept 9. Its summer replacement will be The Best in Mystery, the same as last summer, made up of re-run films. from MCA-TV, mainly from the current Pepsi Cola Playhouse series.

Charles Collingwood will be narrator for Conquest of the Air, the new half-hour film series being produced by CBS with the cooperation of the Air Force and other branches of the government for fall scheduling. Producer Perry Wolff is writing many of the scripts which provide the continuity for the film clips being culled from the archives. Collingwood's footage won't be shot for several months. The 26-part series will probably debut in September as part of CBS's Sunday afternoon public service spread.....Over 100 stations are already on the list to use Life Magazine's new series of five-minute documentary films, America's Arts and Skills, each scheduled to be shown at approximately six-week intervals, coinciding with related features in the magazine. The series traces the nation's culture through eight historical periods, with the first, illustrating Colonial contributions, released for station showing last Wednesday. Chet Burger, of Ruder & Finn Associates, New York public relations firm, is adviser and TV promotion consultant on the films, which are written by Life staffers and distributed by Life, Inc. The films are free, on request (contact: Shirley Potash, Life, Inc., 9 Rockefeller Plaza, New York 20. JU 6-1212).

Barry, Enright & Friendly is reported to be winding up interior shooting in New York for a "sneak" pilot for an underwater series made in Florida, starring Jerome Courtland. The firm will make another pilot in New York soon, based on material approved by the National Assn for Mental Health; a case history of a psychotic with the script by Reginald Rose and possibly directed by Sidney Lumet.....The Loretta Young Show (NBC, Sun, 10-10:30pm) resumes filming in July for its fall series. The series will show three repeat films during May. The May 15 program time will be pre-empted for a special and May 29 may be the last showing of the season before hiatus. Cameo Theatre, produced and directed live by Albert McCleery in Hollywood, will probably be the summer replacement for the Young series. McCleery originally produced a live series in New York under the same name in 1950 and 1951, working close up and with a minimum of sets. Ethel Frank is script editor for the new summer series, at NBC in New York, 1270 Sixth Ave. The market is open for a wide range of material; stories with upbeat endings.....Kraft Television Theatre will present "A Seacoast in Bohemia" in a new production on April 27, director Fielder Cook's last program before he leaves to direct the "Patterns" movie on the coast. "Seacoast" was originally presented on Kraft on June 6, 1951, the first play written by Ben Radin for television. The new production will star Ray Rhodes, who will repeat his performance in the leading role in the original when he made his acting debut as Ray Rizzo. William A. Graham moves over from Pond's Theatre to Kraft to replace Cook as an alternating producer-director for the duration of his leave. No replacement has been set for Graham.





Studio One Summer Theatre returns to CBS on June 20 for 13 weeks, with Alex March returning as producer; doing new scripts, no re-runs of winter hits. Casting is by March through Laim Dunn of CBS casting. March is also acting as script editor (he's at 524 West 57th St., New York 19. JU 6-6000, Exts. 345, 346). Direction will be by CBS staffers. Some of the scripts already set are "The Terrible Day," an original by Carey Wilber; "The Voysey Inheritance," an adaptation by Michael Dyne of a Granville Barker original; "For the Defense," an original by George Bellak; and a repeat of "Julius Caesar," a Leo Penn adaptation originally presented in 1950. As in the past, Betty Furness will do the commercials on the first three or four programs and then be replaced for the summer by June Graham.....Hollywood director William Castle is concluding negotiations with Doubleday & Co., Inc., to use "Crime Club" for the name of a new TV series. The agreement would give him first crack at books or stories published by Doubleday as "Crime Club" mysteries, but not a blanket right to the publisher's suspense and crime list.....The current run on adventure and military stories continues with NBC reportedly sponsoring a pilot for a series to be called Submarine, to be produced by John Florea from a pilot script by Milton Geiger. Pending Navy approval, plans call for using naval facilities at San Diego for the primary background.....The Medic TV Productions staff, Frank LaTourette, writer James Moser and Lonnie D'Orsa, form another group prepping an aviation series, tentatively called Flight. (Warner Bros. Sunset Productions recently announced Men of the Skies as its first TV series).....U.M. & M.'s new police series, based on the files of the New Orleans Police Dept, Official Files, N.O.P.D., debuts over WDSU-TV (N.O.) tonight and will be sponsored in about 15 markets by a southern ice cream distributor. Packager is listed as Motion Picture Advertising Service, one of the firms making up U.M. & M. Films were produced by Victor Stoloff and others and were directed by various west coast directors. Stoloff had originally announced the series over a year ago about the time he was in pre-production planning on another about the Canadian Mounties, both apparently shelved for his motion picture activities.

CBS has acquired first purchase rights to new television plays by Rod Serling, following a similar agreement with Reginald Rose. (Serling has one of the most misspelled names in the trade with every proof reader trying to insert a "t" where it doesn't belong. Serling (cq).).....Although Arthur Godfrey dropped nine from his staff, including three of his four writers, with the explanatory phrase that "no radio or television program can endure unless it can sustain interest despite the dreary dearth of ideas and the inherent limitations of the media," his shows will still be simulcast in the fall. Trade feeling is that as long as his programs are merely visual radio, they will remain static, even with an infusion of new faces.

PEOPLE GOING PLACES: Robert F. Blake appointed to the new post of manager of special projects of the CBS Television press information dept., effective May 31. He resigned as director of publicity for NBC's owned and operated stations.....James S. Pollak has joined Compton Advertising, Inc., as agency producer on P & G's new Fireside Theater starring Jane Wyman, working with producer-director William Asher on stories, casting and production, in Hollywood.....Gary Stevens has been named general manager of Warner Bros. TV division which will produce its ABC-TV show, Warn-Bros. Presents. Solly Baiano, head of Warner's casting, has been appointed casting head of all the company's TV activities, including its Sunset Productions subsidiary. ....Ray J. Mauer named director of radio and television, Geyer Advertising, Inc.... James E. Robertson appointed to head radio-TV production in the Chicago office of N. W. Ayer & Son, Inc.





# Ross Reports ON TELEVISION

INCLUDING

APRIL 25-MAY 1, 1955

## THE TELEVISION INDEX

VOLUME 7

NUMBER 17

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ASSOC ED: Alvin Sullum  
BUS MGR: Marjorie Oxley

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## WEEKLY REPORT

PUBLISHED BY TELEVISION INDEX, INC.

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(25)

CBS-NBC POOL- 2-2:30pm EDT; SPECIAL; President Eisenhower's AP Address; from WCBS-TV(NY) & WRCA-TV(NY), to the respective nets, from CBS origination. CBS Prod- Ted Sack. President Eisenhower's address to the annual luncheon of the Associated Press in the Grand Ballroom of the Waldorf-Astoria Hotel in New York.

#### Tuesday(26)

CBS-NBC POOL- 8-8:30am EDT; SPECIAL; Atom Bomb Test; remote from Yucca Flat, Nev., via pooled lines to stations KNXT(CBS) & KRCA-TV(NBC), Los Angeles, then to the respective nets; no. of stations indefinite. Program will be part of Today over NBC and The Morning Show over CBS. Cameras of each net will be placed at the blast scene for pool purposes with each net's equipment handled by its own technicians from the West Coast stations. CBS Production Staff: Superv- John F. Day, CBS Dir of News; Prod- Paul Levitan; Commentators- Walter Cronkite, Charles Collingwood, Dallas Townsend, Jack Beck and Grant Holcomb. NBC Production Staff: Superv- Barry Wood, NBC Dir of Special Events; Asst Superv- Roy Neal, NBC H'wood News Bureau; Commentators- Dave Garroway, Hugh Downs, Kit Kinne (latter two for Home telecast later in the morning). The actual detonation of the bomb, an open shot, is scheduled for 8:20am EDT. NBC's Home show will have a pickup from the site on Monday(25) and again on Tuesday, the latter devoted to a description of blast effects on a frame house constructed for test purposes. NBC will also photograph the blast in color for network transmission the same evening from KRCA-TV(LA) on the News Caravan, 7:45-8pm EDT. CBS will also follow its telecast of the blast with another on Wednesday on The Morning Show, examining the effects of the blast. CBS & NBC will show films of the blast on Tuesday on all net news programs. No pre-emptions of regular programs are involved in the telecasts.

#### Sunday(May 1)

CBS- 5:15-6pm EDT; SPECIAL; Subscription Television, Pro and Con; from WCBS-TV (NY), to the net. Public service, sustaining. Prod- Irving Gitlin; Program Moderator- Dwight Cooke. Special program exploring both sides of the issue of subscription television, with the following speakers: For Subscription TV: Speaker- W. Theodore Pierson of Pierson & Ball, Washington counsel for Zenith Radio Corp;

(Continued on next page)

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THIS WEEK(Cont'd)

Sunday (May 1)

CBS- Subscription Television, Pro and Con (Continued from previous page): For Subscription TV Panel- Dean James Landis, general counsel, Skiatron Electronics & Television Corp.; Ralph Bellamy, president, Actors Equity; Elfred Beck, owner KCEB(Tulsa), UHF station which suspended operations Dec 25, 1954. Against Subscription TV: Speaker- Victor Sholis, v.p. and station director, WHAS-TV(Louisville). Panel- Trueman Rembusch, motion picture exhibitor and member of the executive committee, COMPO; Leon P. Gorman, Jr., general manager, WABI-TV(Bangor, Me); Sherwood Dodge, v.p. in charge of marketing, Foote, Cone & Belding.

## OTHER NETWORK CHANGES & ADDITIONS

ABC- Ozark Jubilee (Sat, 9-10pm EDT) Program origination moves from Columbia, Mo., to Springfield, Mo., (via KYTV), effective April 30.

The Danny Thomas Show (Tue, 9-9:30pm EDT) Re-runs of films for summer hiatus begin May 3. Last show in regular season, April 26.

CBS- The Jack Benny Show (alt Sun, 7:30-8pm EDT) Last show before hiatus, May 1.

DuM- Life is Worth Living (Tue, 8-8:30pm EDT) Bishop Sheen's last show of the season, April 26.

NBC- Square Dance Festival(Color); SPECIAL April 23; Sat, 8-8:30pm EST, one time; from WKY-TV(Oklahoma City), to the net. Sustaining. No production info available, WKY-TV staff-produced. Highlight of the fourth annual Square Dance Convention, April 21-23, in Oklahoma City, featuring the top square dance teams and callers attending. Program replaces The Mickey Rooney Show, one time only.

The Sheilah Graham Show (Mon thru Fri, 10:45-11am EDT) Originates from New York, April 25-29.

## LOCAL STATION ACTIVITY

WABC-TV(Ch 7)- Three Girls (Sun, 3-3:30pm EST) Last show, April 17 (See page 38).  
New York

WABD(Ch 5) - Catholic Charities Appeal; SPECIAL April 23; Sat, 8-8:30pm EST. Francis Cardinal Spellman reviews the work of the annual Appeal during the program which features Met Opera star Salvatore Baccaloni and the St. Patrick's Cathedral 80-voice choir. Kines will be seen on other NY stations later.

WABD - Sportsman's Guide; DEBUT April 28; Thu, 11:10-11:25 EDT. Sponsor- Uhu Corp (Uhu Glue), direct. Pkgr- Sportsman's Guide, Inc(NY); Co- Prods- Kani Evans & George Spota; Dir- Barry Shear. Kani Evans gives information on the latest fishing equipment, news and met area fishing information, and interviews experts on fishing and members of fishing clubs.

WATV(Ch 13) - Bruce's Roost; DEBUT April 21; Thu, 9:30-10:30pm. Ramon Bruce stars  
Newark, NJ as m.c. of this musical-variety program with musical guests. The  
first 30 minutes are a rhythm and blues "hit parade," followed by  
15 minutes of novelty music, closing with 15 minutes of spirituals.

WWJ-TV(Ch 4) - After Allen; DEBUT April 25; Mon thru Fri, 12midnight-1am EST. Variety show, featuring Sammy Dibert, with vocalist Janie Palmer, Earl Stuart and orch., and guest stars. Program fills spot left when Tonight moves up on the network's Daylight Saving Time schedule.





Most of the shows on April 22, 23, 24 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 29. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs are listed. Information is available on programs using re-runs (Lassie, Kodak Request Performance, Ray Bolger, etc.), but these credits are not repeated in the weekly listings, below.

FRIDAY APRIL 22  
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Science Fiction Theatre (Truman Bradley) WRCA-TV 7pm

 MAMA (Peggy Wood) CBS 8pm

Secret Files, U.S.A. WABD 8pm

No Food for Thought - with Otto Kruger, John Howard, Clarence Lung, Vera Miles, Stanley Andrews

Old Love, New Love - (O) by Gordon Webber; with regulars & G. Albert Smith, Connie Lembecke, Douglas Reid; (SD)

Mission Traitor - no credits available

SATURDAY APRIL 23
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TOM CORBETT (Frankie Thomas) NBC 11:30  
  
Man Behind the Badge (Charles Bickford) WCBS 6:30

(O) by Albert Aley; with regulars & Edward Bryce, Ralph Camargo, Sidney Paul, Bill Zuckert, Thomas Palmer; (SD)  
  
The Case of the Unknown Man - with George Wallace, Mary Beth Hughes, Paul Dubov; (SD); (O) by Alvin Boretz

SUNDAY APRIL 24  
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LAMP UNTO MY FEET (Dr. Lyman Bryson) CBS 10am

 LET'S TAKE A TRIP CBS 3:30

 HALLMARK HALL OF FAME NBC 5pm

Stigma - (O) by Alfred Brenner; with Audra Lindley, Judson Pratt, Eleanor Wilson, Carol Veazie, Donnie Dilworth; (SD)

 (O) by Selig Alkon; with regulars; (SD)

MAX LIEBMAN (COLOR) NBC 7:30
 SPECTACULAR

Aimee de Rivery - (O) by Helene Hanff; with Sarah Churchill, Carl Esmond, Celia Lovsky, Leslie Denison, John Dodsworth, Naomi Stevens Burns, Michael Miller; (SD, FROM HOLLYWOOD)

STORK CLUB (Sherman Billingsley) ABC 9:15

Kaleidoscope - (SW) by William Freidberg, Neal Simon, Will Glickman; with Judy Holliday, Dick Shawn (C&S), Bambi Linn & Rod Alexander (D), Frank Sinatra (S, FROM H'WOOD), George Irving, Robert Gallagher; (SD)

APPOINTMENT WITH ADVENTURE CBS 10pm

Teresa Brewer (S), Martha Stewart (S), Johnny Maddox (M), Phyllis Newman (S&C)

Paris Precinct (Jourdan & Dauphin) WABC 10:30

The Quiet Gun - (O) by Anne Howard Bailey; MacDonald Carey, Neville Brand, Geraldine Brooks, Jason Robards, Michael Strong, James Hickman, Ray Bramley, Matt Crowley; (SD)

The Fire Bug - with LeBeal, Paul Bonifas, Jacques Chambord, Virginia Kelly, Alex D'Arcy, Roberta Haynes, Marc Behn; (SD)

MONDAY APRIL 25
 ~~~~~

Sherlock Holmes (Ronald Howard) WRCA 7pm

The Case of the Baker Street Nursemaids - (O) by Joseph Victor; with regulars & Roger Treville, Yves Brainville, Jacques Clancy, Dominique Chautemps, Roger E. Garris, Claude Bower, Richard Sie Rowland Bartrop, Madame Vallin; (SD)

TV Reader's Digest (Hugh Reilly) ABC 8pm

The Great Armored Car Robbery - (O) by Frederic Sondern, Jr., (A) by David Dortort; with Alex Nicol, Dorothy Green, Mickey Knox, Bob Faulk, Gene Roth, Ted DeCorsia, Carlton Militaire, Wally Cassell, Ed McNally, Joe Bassett; Dir by Harold Daniel

VOICE OF FIRESTONE ABC 8:30

Dorothy Warenskjold, Jerome Hines (both S)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30

Abbie Neal & her Ranch Girls (S&M), Alexander Yancy (S), Rick Wayne (S); Jack Sterling subs as MC for vacationing Godfrey

I Love Lucy CBS 9pm

Rock Hudson & regulars; (SW & SD)

Medic (Richard Boone) NBC 9pm

My Child's Keeper - originally scheduled for last week; Breath of Life rerun on that date; (SD)

December Bride CBS 9:30  
 ROBERT MONTGOMERY PRESENTS NBC 9:30

Matt's Moustache - with regulars & John Qualen; (SW & SD)  
Tall Dark Man - (O) by Anne Chamberlain, (A) by Milton Gelman; with Robin Morgan, Mary Jackson, Ben Yaffee, Rosemary Murphy, Margaretta Warwick, Anita Bayless; (SD)





MONDAY APRIL 25 (Cont'd)

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| STUDIO ONE | CBS 10pm | <u>Mr. Brimmer Did It!</u> - (O) by Kathleen & Robert Howard Lindsay; with Dennis Price, Margaret Phillips, Brenda Forbes, Francis Compton, Cavada Humphrey, John McGiver; (SD) by William H. Brown |
| <u>Eddie Cantor</u> | WABC 10pm | <u>The Practical Joker</u> - with Joe E. Brown, Christine Larson; (SD) |
| <u>Big Town</u>
(Mark Stevens)
& Barry Kelley) | WRCA 10:30 | <u>Too Old to Work?</u> - with regulars & James Bell, Emile Meyer, Frances Morris, John Maxwell, Tyler McVey, Jean Inness, Wendell Holmes; (SW & SD) |
| TUESDAY APRIL 26 | | |
| ~~~~~ | | |
| <u>Waterfront</u>
(Preston Foster) | WABD 7:30 | <u>Star Bright</u> - (O) by Frank L. Moss; with regulars & Osa Massen Stephen Bekassy, Gabor Curtiz; (SD) |
| <u>Cavalcade of America</u> | ABC 7:30 | <u>How to Raise a Boy</u> - (O) by Edith Sommer & Robert Soderberg; with Paul Kelly, Erin O'Brien-Moore, Gordon Gebert, Tommy Ivo |
| <u>Life With Father</u>
(Leon Ames) | CBS 8pm | <u>Father & the Heiress</u> - (O) by Whitfield Cook; with regulars & Frank Cady, Henry Blair; (SD) |
| BOB HOPE | NBC 8pm | <u>Line Renaud</u> (S), Lloyd Nolan in scene from <u>Caine Mutiny Court Martial</u> - (O) by Herman Wouk; (SW & SD) (FROM HOLLYWOOD) |
| <u>The Halls of Ivy</u> | CBS 8:30 | regulars & Jerry Parris, Richard Tyler, Bob Sands, Hal Lytton |
| <u>Studio 57</u> | DuM 8:30 | <u>The Black Sheep's Daughter</u> - with Philip Ober, Carolyn Jones, Marcia Patrick, Frances Mercer, Tom Dugan, Rodney Taylor; (SD) |
| <u>Danny Thomas</u>
(Jean Hagen) | ABC 9pm | <u>A Trip to Wisconsin</u> - (O) by Henry Garson; with regulars & Will Wright, Kathryn Card, Sam Hearn; (SD) |
| <u>Fireside Theater</u>
(Gene Raymond) | NBC 9pm | <u>Bitter Grapes</u> - (O) by John Kneubuhl; with John Banner, Jody Lawrence, Peter Graves, Kurt Katch, Rod Williams; (SD) |
| ARMSTRONG'S CIRCLE
THEATRE | NBC 9:30 | <u>Fight for Tomorrow</u> - (O) by Irving Elman; with Margaret Hayes, William Prince, Edmon Ryan, Dorothy Peterson; (SD) by Swope |
| NEW RED SKELTON | CBS 9:30 | Margaret Whiting (S); (O) by Sherwood Schwartz, Lou Meltzer, Dave O'Brien; (SD, FROM HOLLYWOOD) |
| UNITED STATES
STEEL HOUR | ABC 9:30 | <u>The Roads to Home</u> - (O) by Horton Foote; with James Daly, Beatrice Straight, Joseph Warren, Frances Heflin, Katherine Squire, Johnny Washbrook, Sandra Church, Patricia MacDonald, Ronnie Welch, Bill Erwin, Bruce Hall; Dir by Vincent Donehue replacing vacationing Alex Segal |
| DANGER | CBS 10pm | <u>The Piano</u> - (O) by Ben Ames Williams, (A) by George Bellak; with Jack Warden, Ford Rainey, Leora Thatcher, Pete Gumeny, Tom Gorman; (SD) |
| <u>It's A Great Life</u>
(O'Shea, Bishop, Dunn) | NBC 10:30 | <u>Denny Sings</u> - with regulars & Herb Vigran, Jerry Hausner, Larry Blake, Wilson Wood, Diane Robinson, Patty Ried Duke, Harry Johnson; (SW & SD) |

WEDNESDAY APRIL 27

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<u>Fabian of Scotland Yard</u> (Bruce Seaton)	WRCA 7pm	<u>Written in Dust</u> - (A) by Arthur LaBern; with Noel Dyson, Mary Kenton, Margaret McCourt, John Banks; Dir by Montgomery Tully
ARTHUR GODFREY & HIS FRIENDS	CBS 8pm	Jack Carter subs as MC for vacationing Godfrey; Bobby Van (D) Steve Gibson & His Red Caps (M); Prod by Lester Gottlieb; Dir by Robert Bleyer
<u>My Little Margie</u>	NBC 8:30	regulars & John Hubbard, Gale Robbins; (SW & SD)
MR. CITIZEN (Allyn Edwards)	ABC 8:30	<u>Seven Below at Midnight</u> - (O) by Howard Rodman; with Frances Starr, Florence Anglin, Frank Aletter, Dorrit Kelton, Edgar Stehli, Mary Michael, Geoffrey Bryant, Nancy Wielder; Perry Como presents award
KRAFT TELEVISION THEATRE	NBC 9pm	<u>A Seacoast in Bohemia</u> - (O) by Ben Radin (repeat of script originally done 6/6/51); with Ray Rhodes, George Macready, Theodore Bikel, Jeff Harris, Lilia Skala, Lenka Peterson, Roger Boxill, Bill Berger, Joanna Roos, Shirley Standlee, Yan Steven Meinenger, Dan Morgan; (SD) by Fielder Cook

<u>The Millionaire</u>	CBS 9pm	<u>The Story of Luke Fortune</u> - with Hugh O'Brian, Coleen Gray; (SD)
<u>Douglas Fairbanks</u>	WRCA 10:30	<u>The Thoroughbred</u> - no credits available





THURSDAY APRIL 28  
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|---|-----------|---|
| <u>Guy Lombardo</u> | WRCA 7pm | Elise Rhodes (S) |
| SOLDIER PARADE | ABC 8pm | Polly Bergen replaces Arlene Francis as guest hostess through 5/12 |
| <u>Ray Milland</u> | CBS 8pm | regulars & Miriam Hopkins, Richard Hale, Lloyd Corrigan; (SW,D) |
| CLIMAX!
(William Lundigan) | CBS 8:30 | <u>The First and the Last</u> - (O) by John Galsworthy, (A) by William Kozlenko; with Robert Newton, John Agar, Peggy Ann Garner, John Carradine; (SD) by John Frankenheimer (FROM HOLLYWOOD) |
| <u>Treasury Men in Action</u> (Walter Greaza) | ABC 8:30 | <u>The Case of the Only Son</u> - (O) by Robert Sloane; with Elizabeth Risdon, Claude Akins, Russ Conway; (SD) by Will Jason |
| JUSTICE
(Gary Merrill) | ABC 8:30 | <u>Fear By Day</u> - (O) by Dan Ettlinger; with Leora Dana, Herb Nelson, Lee Phillips; others to be announced; (SD) |
| STAR TONIGHT | ABC 9pm | <u>Zero Hour</u> - (O) by Ray Bradbury, (A) by George Lefferts; with Kimetha Laurie, Judy Sanford, Evan Elliot, others to be announced; (SD) by Alan Anderson |
| <u>Dragnet</u>
(Jack Webb) | NBC 9pm | regulars & James Griffith, Kenneth Harp, Arlene Harris, Robert Stuart, Ted Bliss, Robert Canto; (SW & SD) |
| POND'S THEATRE | ABC 9:30 | <u>Hang Up My Guns</u> - (O) by Wendell Mayes; with Harry Townes, Robert Shawley, Bruce Gordon, Heywood Hale Broun, John Shellie, Dallas Midgett, Ethel Remey, John Perkins, Jared Reed, Alan Nourse, Pamela Simpson, Joseph Foley; (SD) by William A. Graham |
| <u>Ford Theatre</u> | NBC 9:30 | <u>While We're Young</u> - (O) by Stanley J. Wolf, (A) by Wolf & Paul Crabtree; with Claudette Colbert, Patric Knowles, Tab Hunter, Eilene Janssen; (SD) |
| <u>Four Star Playhouse</u> | CBS 9:30 | <u>The House Always Wins</u> - (O) by Dick Carr; with Dick Powell, Herb Vigran, Alan Mowbray, Regis Toomey, Jean Willis, Tristram Coffin; (SD) by Roy Kellino |
| <u>Public Defender</u>
(Reed Hadley) | CBS 10pm | <u>End of the Line</u> - (O) by Frank L. Moss; with George Eldredge, John Miljan, Christian Drake, Ann Morris, Paul Harvey, Tom Daly, Mike Ross, Forrest Lewis, Ted Bliss; (SD) |
| LUX VIDEO THEATRE
(James Mason) | NBC 10pm | <u>The Great McGinty</u> - (O) by Preston Sturges (Paramount film), TV (A) by Sanford Barnett; with Brian Donlevy, Nancy Gates, Thomas Gomez, Jesse White; (SD) by Earl Ebi; (FROM HOLLYWOOD) |
| Willy
(June Havoc
& Lloyd Corrigan) | CBS 10:30 | <u>Willy, the Ex-Artful Miss Dodger</u> - with regulars & Norma Varden, Alice Wellman, Mary Jane Croft, Daralyn Courtwright, Charlie Cantor, Paula Hill, Jerry Hausner, Bess Flowers; (SD) |

FRIDAY APRIL 29
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<u>Adventures of Rintintin</u> (Lee Aaker)	ABC 7:30	<u>R. T. T. &amp; the Ghost Town</u> - (O) by David Robinson & Douglas Heyes; with regulars & William Fawcett, Steve Conte, Henry Rowland, Zon Murray, Francis J. McDonald, Gregg Barton; (SD)
MAMA (Peggy Wood)	CBS 8pm	<u>Katrin's Lame Duck</u> - (O) by Turner Bullock; with regulars & Jennie Egan, Virginia Brian; (SD)
<u>Secret Files, U.S.A.</u>	WABD 8pm	<u>Mission Danube</u> - no credits available
<u>Schlitz Playhouse</u>	CBS 9pm	<u>The Brute Next Door</u> - (O) by William Fay, (A) by Philip MacDonald; with Hans Conried, Hal Baylor, Frances Mercer, Lucien Littlefield, Byron Foulger, Frank Jenks, John Harmon, Charles Hicks, Harry Tom McKenna, John Indrisano, Sandra Stone; (SD)
THE BIG STORY (Norman Rose)	NBC 9pm	<u>Charles Gleeson, Willows, Calif. Daily Journal</u> - (O) by Allan Sloane; with William Redfield, Edward Binns, Royal Dano, Frank Stephens, others to be announced; (SD) by David Rich
<u>The Vise</u> (Ron Randell)	ABC 9:30	<u>Double Pay-Off</u> - with Robert Raikes, Mary Scott; (SW & SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 22 THRU FRIDAY APRIL 29  
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|---------------------------------|----------|---|
| MORNING SHOW
WITH JACK PAAR | CBS 7am | regulars &: M - Ken Cord (M); W- Roger Ray (M); Thu - Hermione Gingold (C); F - Burl Ives (S&M) |
| TODAY | NBC 7am | Thu - Wallace Stegner (author) discussing travel |
| HOME | NBC 10am | Tu - Victor Borge (C&M) |
| GARRY MOORE | CBS 10am | regulars &: F(4/29) - Yonely (variety), Frank J. Polgar (hypnotist) |
| ROSS REPORTS - 4/24/55 - Page C | | TALENT SHOWSHEET (more) |

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| WAY OF THE WORLD
(Gloria Louis) | NBC 10:30 | M thru F - (O) by Harry Junkin (5 episodes); with Edna Best, Sara Marshall, Bill Tabbert, Meg Mundy, Kathleen Maguire, William Prince, Claudia Morgan, Paul McGrath; (SD) |
| ARTHUR GODFREY TIME | CBS 10:30 | M thru Thu - Peter Lind Hayes subs for vacationing Godfrey |
| SHEILAH GRAHAM | NBC 10:45 | M thru F - Jane Russell (FROM NEW YORK CITY THIS WEEK ONLY) |
| ROBERT Q. LEWIS | CBS 2pm | F (4/29) - Jackie Grimes (C) & regulars |
| ART LINKLETTER | CBS 2:30 | M - Joshua Logan (producer-director); W - Crown City Four (S) |
| WORLD OF MR. SWEENEY
(Charlie Ruggles,
Helen Wagner, Glenn Walken) | NBC 4:30 | regulars &: M - Doug Chandler; Tu - Frank Tweddell, Ethel Remy; W - Carol Veazie; Thu - Grant Richards, Edward Emerson, F - O. Z. Whitehead, Edith True; (SW & SD) |
| MODERN ROMANCES
(Martha Scott) | NBC 4:45 | M thru F - <u>For These Services</u> - (O) by Theodore & Mathilde Ferro; with Lin McCarthy, Loretta Daye, Jock MacGregor, William Johnstone; (SD) by Tom Reynolds; Kathi Norris subs for Scott |
| TONIGHT
(Steve Allen) | NBC 11:30 | M - Alicia Alonso (D), Roy Smeck (M), remote from Phila. with Gloria DeHaven (S) of <u>7th Heaven</u> ; Tu - Otto Harbach (lyricist); Thu - Yonelly (variety), Leona Anderson (S); F - Erroll Garner (M), Valerie Bettis (D), Marion Lavelle (S) |

SATURDAY APRIL 30
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<u>Captain Midnight</u> (Richard Webb)	CBS 11am	<u>Secret of the Jungle</u> - (O) by Wells Root; with regulars & Renee Beard, John Banner; (SD)
<u>Man Behind the Badge</u> (Charles Bickford)	WCBS 6:30	<u>The Case of the Educated Prisoner</u> - (O) by David P. Harmon; with Karen Steele, Helen Kleebe, Yvonne Doughty, Walter Kingsford, Jeanne Dean; (SD)
<u>The Range Rider</u> (Jack Mahoney)	WRCA-TV 6:30	<u>Dead Man's Shoe</u> - (O) by Joe Richardson; with regulars & Sherry Jackson, Louise Lorimer; (SD)
<u>Rheingold Theatre</u> <u>presents Henry Fonda</u>	WRCA-TV 7pm	<u>Virtue</u> - (O) by Somerset Maugham; (A) by Frederic Brady; with Judith Anderson, Philip Ober, John Howard, Barbara Billingsley, Douglas Kennedy
<u>Donald O'Connor</u>	NBC 9:30	Frank DeVol (M)
GEORGE GOBEL	NBC 10pm	James Stewart (FROM HOLLYWOOD)
<u>Damon Runyon Theatre</u>	CBS 10:30	<u>All Is Not Gold</u> - (A) by Berne Giler; with Scott Brady, Nancy Gates, Tom Brown, Ben Welden, Herb Vigran, Joy Lansing, Charles Horvath, Art Lewis; (SD)

SUNDAY MAY 1  
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|--|-----------|--|
| <u>You Are There</u>
(Walter Cronkite) | CBS 6:30 | <u>Lou Gehrig's Greatest Day</u> - (O) by Mel Goldberg; with Roy Engel, Paul Birch, Sheila Bromley, Edit Angold, Hans Herbert, John Marley, Dabbs Greer, Jack Daly, Bing Russell; (SD) |
| JACK BENNY | CBS 7:30 | Jackie Gleason (C), Mary Livingstone (FROM NYC, LAST SHOW) |
| <u>Conrad Nagel Theatre</u> | WABD 7:30 | <u>The Temple of Truth</u> - (O) by John Anderson, (A) by Trueman Clay; with Fiorella Mari, Donald Buka, Alexis Revidis; (SD) |
| COLGATE COMEDY HOUR | NBC 8pm | Liberace (M&S), George Liberace (M), Gordon Robinson, Walter Borsella, Truman Boardman, Allan Reuss, John Graas, Bob Manners, Lou Singer, Corky Hale, Norbert Liederbach (all M, FROM LAS VEGAS) |
| TOAST OF THE TOWN
(Ed Sullivan) | CBS 8pm | Lionel Hampton (M), Eartha Kitt (S), Georgia Gibbs (S), Phil Foster, Skidmore College & NYU Glee Clubs (all from NYC); Irene Dunne, Dan Dailey, Arlene Dahl, Richard Todd, Robert Wagner (H'D) |
| GENERAL ELECTRIC
THEATRE
(Ronald Reagan) | CBS 9pm | <u>Mr. Blue Ocean</u> - (O) by Arthur Steuer; with Boris Karloff, Susan Strasberg, Eli Wallach, Bramwell Fletcher, Anthony Perkins, Haim Winant; (SD) by Don Medford |
| PHILCO TELEVISION
PLAYHOUSE | NBC 9pm | <u>Letter of Recommendation</u> - (O) by Jerome Ross; with Maureen Hurley, Augusta Dabney, Ross Martin, Betty Sue Albert, Miko Osgard, John Scanlan, Louise Buckley; (SD) by Robert Mulligan |
| <u>Stage 7</u> | CBS 9:30 | <u>Armed</u> - (O) by Dick Stenger; with Neville Brand, Robert Nichols, Peter Hanson, Dan Barton, Strother Martin, Gordon Mills, Brett King, Louis Jean Heydt, Ross Elliott, James Dobson; (SD) |
| <u>Loretta Young</u> | NBC 10pm | <u>I Remember the Rani</u> - (O) by Hobart Donovan, (A) by Tom Lewis; with Edward Ashley, Robert Warwick, Mark Dana, David Kasday, Aly Wassil, Noel de Souza; (SD) by Harry Keller |
| <u>Bob Cummings</u> | NBC 10:30 | <u>Miss Coffee Break</u> - with regulars & Dwayne Hickman, Nancy Kulp, Hal Peary; (SD) |

the 1990s, the number of people in the world who are illiterate has increased from 1.2 billion to 1.5 billion. The number of illiterate people in the world is expected to reach 1.7 billion by the year 2015. The number of illiterate people in the world is expected to reach 1.7 billion by the year 2015.

Ross Reports ON TELEVISION

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APRIL 27, 1955

APR 27 1955

THE TELEVISION INDEX

VOLUME 7

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EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

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PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Although film series are still making most of the programming news items for the fall season, with too many pilots being announced for the schedule spots that will be open, the summer shows being tested by the nets are live and largely in the variety field. The Orson Bean Show will start during the first week of July over CBS, day and time to be announced, with Milton Douglas producing, Rai Purdy directing and scripts by Max Wilk, Arnold Auerbach and Alen Robin, from New York. The sustainer will have a variety format, include sketches and will probably use a guest or regular girl vocalist. Casting is through Helen Keane, CBS, 524 W 57th St., JU 6-6000..... Stan Kenton's Music 1955 starts July 8 over CBS, Fridays, 10:30-11pm, as the summer replacement for Person to Person. Bob Bach, currently in Hollywood, will be producer at CBS, 524 W 57th St., in New York (he also books the "mystery celebrity" guests for What's My Line? at Goodson-Todman in New York), and director will be Mel Ferber. Leonard Feather is writing the show, which will use a weekly guest singer, possibly an instrumental or vocal group, guest dancer or dance act and name variety performers. Dick Lewine is exec producer and casting is thru Helen Keane at CBS..... The Brokenshire Show, WRCA-TV, Mondays thru Fridays, expands a half-hour starting May 9, from 1-2pm daily, and is adding a "TV Workshop" feature which will be a showcase for new program ideas and techniques. Exec producer Steve Krantz at WRCA-TV(NY) is open to new ideas and innovations. New producer and director for the program, Mike Gargiulo, also handles casting..... Arthur Murray Party, returning to last summer's spot over NBC as the second half-hour replacement for the Berle Show, Tuesday, 8:30-9pm, will be back on the air June 28 for Associated Products (5 Day Deodorant Pads) thru Grey Advertising. Format is the same as on previous shows, probably using name variety acts and stars, with Kathryn Murray as hostess. Casting is thru Les Zimmerman, 871 Seventh Ave (Suite 210), New York 19. CO 5-0385. The show is set for 13 weeks..... CBS has a kinescope-pilot to be made in the near future for an untitled magic show (possibly "It's Magic"), using a bright m.c. and magic acts. Producer is Milton Douglas at CBS; director, Ken Whelan, with Max Wilk as writer. Helen Keane at CBS handles casting.

Max Liebman's last spec of the season for NBC will be "Desert Song" on June 4, then Jack Rayel takes over as exec producer, and possibly as producer of one or more. Dates for Rayel's shows, thus far, are Sunday, June 19; Saturdays, July 2, July 30 and August 27. The July 30 special may be a musical version of "Trilby," produced on the West Coast by Alan Handley, although it's not definite. No other shows are set.

- Page 1 -

(MORE)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

The new Patti Page quarter-hour film series for the Oldsmobile Dealers of America, thru D. P. Brother & Co., will go into production in New York on May 15, using Screen Gems facilities. Pkgr is GAC, Argap Productions is the film production company, Joseph Santley is producer and director and Jack Rayel is handling the music. A vocal group is set to back Miss Page, but the name has not been announced. The films will be produced in small groups at a time, to keep up to date on current song hits, for a total of 78 for national spot placement.....Steve Allen will present a one-shot on-air live pilot of a contemplated series on his Tonight show during the 12:30-1am period on Tuesday, May 3. Titled The Psychiatrist, the kine will be used as a pilot film for a series of dramatizations of case histories, using professional actors. Packager is NBC with Bristad Enterprises, Inc., Steve Allen's own firm, with Allen as producer and narrator. Director for the live pilot will be Ed King, working from a Howard Rodman adaptation of an original script by Al Feldstein and Jayne Meadows (Mrs. Allen). The pilot, and any future programs in the series, will be pure drama, with the unseen narrator doing the bridges for the psychoanalytical case histories; no pundit panelists are involved.

Fireside Theatre starring Jane Wyman will go on the air August 30, to start the fall season for the P & G series. The producers will use both free lance scripts and stories from a few picked writers, the latter presently under consideration. The demand is for anthology stories of exceptional quality and they must be submitted via MCA to Revue Productions, at Republic Studios, North Hollywood, Calif. SU 3-8894. The series will go into production in July.....Frank Leahy will be on the air this fall with his own filmed football forecast show. Frank Leahy and his Football Forecasts will start a ten-week run over 150 stations for Du Pont (Zerone and Zerex) in October, using the same format as last year's program which starred the late Norman Sper for the sponsor. Norman Sper, Jr., will again be producer-director for the series, packaged by Station Distributors.....Screen Gems signed Edward Buzzell to produce and direct its new series You Can't Take It With You, based on the award-winning play and movie of the same title. A couple of months ago it was revealed that the series might go into production without pilots on the basis of four scripts already approved. Lou Breslow and Bernie Giler were originally announced as producers, but Breslow is working on Damon Runyon Theatre for Screen Gems and Giler's current assignment has not been revealed.....Father Knows Best, the Eugene Rodney-Robert Young package produced at Screen Gems, goes back into production for its fall series to be sponsored by Scott Paper Co over NBC-TV, starting August 31, Wednesdays, 8:30-9pm. The series has also been sold to CBC on a three-year agreement for a Canadian advertiser. Rodney will again produce and William D. Russell returns as director. Russell has been directing some of the Runyon films.

TV film production companies are raising "paper barriers" (read that as "publicity representatives") in the east for inquiries on new production. Check a company official and he refers you to the firm's press rep, who hasn't received the word from the company anyway. It's no secret on the coast that Ziv is doing a Highway Patrol pilot starring Broderick Crawford at its American National Studio, produced by Vernon Clarke and directed by Herb Strock, but it seems to be a secret in New York. Films being produced under the aegis of the networks on the coast are in the same category. Quien sabe?

Sam Levenson is a good bet to be the summer replacement m.c. for Herb Shriner on Two For the Money during July and August, when Shriner vacations. Walter O'Keefe did the job last summer.....Micky Marlo is currently on a four-week stint as alternating girl vocalist on Tonight, with the future subject to negotiation.....Sylvania Electric has renewed Beat the Clock for its sixth consecutive year, effective Sept 24, with the current staff intact. It is considered to be the lowest-cost-per-viewer program on any net.....Guild Films will put the first of 39 films of The Ina Ray Hutton Show into production on May 5 at California Studios, with Duke Goldstone directing the half-hour musical reviews.

Du Mont's Electronicam TV-Film System was scheduled to get its first on the air trial last night for the Admiral commercials on Bishop Sheen's last show of the season before hiatus for use in the field as dealer spots. Du Mont has equipped Studios 1 and 5 at its Telecentre and its Adelphi Theatre for the new system for current sponsors with others on a waiting list until facility charges have been worked out. One side note as far as Du Mont facilities are concerned. The network renewed its lease on the Ambassador Theatre for five years and then about a month ago sub-leased it to NBC for an undetermined period.

Another pioneering step in color television will be undertaken by WBAL-TV(Baltimore) when its Monday, 10-10:30am "Class A" program telecast to the Baltimore school system will be presented in color from May 2 to the end of the academic year. It is probably the first use of color TV for in-school broadcasting.....Telecasts of major league baseball's "away" games to home cities will grow this season, with WPIX (NY) scheduled to feed 47 games involving the New York Giant and Yankee games to stations in Philadelphia, Boston, St. Louis, Baltimore, Washington, Cleveland and New Haven, the latter a non-league city but on the list for Yankee games.....Along with the Hazel Bishop, Inc., announcement that it would sponsor Place the Face over NBC as the first half-hour summer replacement for the Berle Show, 8-8:30pm, it also said that it would sponsor a half-hour show starring Dunninger, the mind reader, on a net and date to be announced. Considering that the sponsor has also renewed its sponsorship of This Is Your Life, one might say that its advertising schedule is following a one-track mind.

Colgate-Palmolive's new variety series to be produced by York Pictures Corp., the Martin & Lewis-Paramount Pictures company, will begin its run on June 12, featuring 39 shows to be seen three of every four Sundays during the 52 weeks. Aside from the minimum of five shows that will star Martin and Lewis, the variety format, with a permanent m.c., will come closer to the pattern of Ed Sullivan's competing Toast of the Town than it ever has before.....Climax! will join Kraft Television Theatre as the only dramatic series on the air to use the same quality story material and talent during the summer as in the regular season. Neither one will switch production staff or title for the summer.....When Steve Allen's Tonight show switches its origination to the coast for two months following its June 24 telecast from New York, the entire cast and production staff will be airlifted from New York to Los Angeles. West Coast origination will be from the NBC studios on Sunset and the El Capitan Theatre.

PEOPLE GOING PLACES: Anderson & Cairns, Inc., will move to 130 East 59th St., New York, about May 1.....National Telefilm Associates, Inc., will move its New York executive offices to 60 West 55th St., about June 1.....J. English Smith named co-ordinator of Warner Bros. Presents, with his office at the Warner studio in Burbank. His successor as ABC-TV program service manager in New York will be announced.....Ted Cott appointed general manager of Du Mont's owned and operated stations, WABD(NY) & WTTG(Wash).....William Kaland appointed asst national program manager of Westinghouse Broadcasting Co., working in New York.....Donald H. Edgemon named public relations director of WKRC-TV(Cinn) and WKRC-radio.....Clem Stigdon named manager of film production for the film service dept of CBS Television in New York.....Roy Lockwood joined Robert Lawrence Productions in New York as producer-director.....Jim Casey named program co-ordinator for Musical Nitecap, KNXT(LA)'s five-a-week, hour-long nightly musical variety show that closes the program day.

Ross Reports ON TELEVISION

MAY 2-8, 1955

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PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

WEEKLY REPORT

PUBLISHED BY TELEVISION INDEX, INC.

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(4)

ABC- 9:30-10pm EDT; DEBUT; Penny to a Million; from WABC-TV(NY), no. of stations indefinite. Alternating Sponsors- W. A. Sheaffer Pen Co (Fineline Div) thru Russel M. Seeds Co., Inc(Chi); Acct Exec- Harry H. Maus; and Brown & Williamson Tobacco Corp (Raleigh Cigarettes) thru Russel M. Seeds Co., Inc (Chi). Pkgr- Wolf Productions(NY); Exec Prod- Herbert Wolf; Assoc Prod & Dir- Alan Gilbert; Music Dir- Glen Osser(ABC). Panel quiz show using two panels of five people each chosen from the audience. Each panel-team goes through an elimination process in answering a possible total of 21 questions, with the award for correct answers starting with one penny and rising to a total of \$10,000 if all answers are correct. The two winners for each team play off against each other, with the winner receiving 75 per cent of the total won by both panels, the remainder going to the loser. If both miss they divide the final total evenly. The program replaces Who Said That? which moves to Tuesday, 8:30-9pm EDT, effective May 10, in turn replacing Twenty Questions; last show May 3. Who Said That becomes a sustaining program in its new time spot.

Saturday(7)

CBS- 5:15-5:45pm EDT; SPECIAL; The Kentucky Derby; from WHAS-TV(Louisville), approx 170 stations live. Sponsor- Gillette Safety Razor Co., Div of The Gillette Co thru Maxon, Inc(Detroit); Acct Exec- Searle Hendee. Pkgr- CBS Sports Dept; Prod & Dir- Judson Bailey. Telecast of the first of the "Triple Crown" horse racing events of the season, the mile and a quarter Kentucky Derby at Churchill Downs, Louisville, Ky. Win Elliot will do the color commentary, Fred Capossela will describe the race and Phil Sutterfield will handle the interviews in the winner's circle. The other "Triple Crown" events to be telecast under the same sponsorship over CBS-TV are the Preakness Stakes at Pimlico Race Track, Baltimore, Saturday, May 28, 5:30-6pm EDT; and the Belmont Stakes at Belmont Park, Elmont, N. Y., Saturday, June 11, 4:30-5pm EDT.

OTHER NETWORK CHANGES & ADDITIONS

ABC- ABC Feature Horse Race; DEBUT April 23; Sat, 4:15-4:30pm EST, then EDT; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC Sports(NY); Prod- Bill Whitehouse; Dir- Eddie Nugent. Fred Capossela describes a feature race each week, the first from Jamaica, the last six from Belmont. (Jack O'Hara takes over for May 7 only).

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NET CHANGES(More)

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OTHER NET CHANGES(Cont'd)

CBS-NBC POOL- Atom Bomb Test; SPECIAL May 1, tentative; Sun, 8-8:30am EDT; remote from Yucca Flats, Nev., via pooled lines to stations KNXT(LA) & KRCA-TV(LA), then to the respective nets, displacing local programming; no. of stations indefinite. Test blast postponed each day since scheduled blast of Tuesday, April 26. This day's test depends also on weather and wind. If delayed again, program arrangements would revert to original set-up. (See page 43).

CBS- Chronoscope (Mon, Wed, Fri, 11-11:15pm EDT) Last program April 29; time reverts to local stations.

Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm EDT) Betty Clooney joins the program as a regular on May 2, replacing Jaye P. Morgan.

The Jackie Gleason Show (Sat, 8-9pm EDT) Vacation for one week, May 7, replaced by Stage Show, one time only.

Drake Relays; SPECIAL April 30; Sat, 5:30-6pm EDT; from WOI-TV(Ames, Ia), to the net. Pkgr- CBS Sports; Prod & Dir- Judson Bailey. Tom Greenwald(CBS) and Dale Williams(WOI-TV), describe the action at the annual track meet hosted by Drake University, at the university's stadium, Des Moines, Iowa. The telecast will include the running of the invitation mile run.

NEW NETWORK SPONSORSHIPS

Three advertisers will sponsor Warner Bros. Presents, starting over ABC-TV, Sept 13, 7:30-8:30pm EDT: LIGGETT & MYERS TOBACCO CO (Chesterfield and L & M Filter Cigarettes) thru Cunningham & Walsh, Inc., sponsoring one half hour each week; GENERAL ELECTRIC CO (Radio-TV Sets) thru Maxon, Inc. and (Small Appliance Div) thru Young & Rubicam, Inc., sponsoring one half hour, alternate weeks; MONSANTO CHEMICAL CO (Plastics and "all") thru Needham, Louis & Brorby, Inc. and (Chemical Divisions) thru Gardner Advertising Co., sponsoring one half hour alternate weeks.

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## LOCAL STATION ACTIVITY

WABD(Ch 5) - Have a Heart; DEBUT May 3; Tue, 10:30-11pm EDT. Sustaining, public New York service (five companies are prize donors). Pkgr- Robert Jennings Productions(NY); Exec Prod & Creator- Robert Jennings; Prod- Morton Catok; Dir- Frank Reeves; Tech Dir- Dick Sandwick(DuM). Four teams of two contestants each compete in answering questions put by m.c. John Reed King, with pyramided winnings going to a charity selected by the contestants. The contestants and the charity are from a different community in the metropolitan area each week.

KABC-TV(Ch 7)- Joe Graydon Show; CHANGE May 2; Mon thru Fri, 3:30-4:15pm PT. Program Los Angeles expands 15 minutes to 4:15pm, replacing the Dusty Walker Show.

KNXT(Ch 2) - Clete Roberts News; DEBUT April 25; Mon, 11-11:15pm, Tue thru Fri, Los Angeles 10:30-10:45pm PT. Open. Globe-trotting reporter Clete Roberts stars in a special news program, preceding The Big News on evenings noted.

KNXT - Musical Nitecap; CHANGE April 26; Mon, 11:30pm-12:30am; Tue thru Fri, 11pm-12midnight PT. Participations. Pkgr- KNXT; Prod & Dir- Bob Lehman; Prog Co-ordinator- Jim Casey. Vocalist Champ Butler is m.c., with guitarist-vocalist Tony Romano, jazz violinist Joe Venuti and vocalist Jacqueline Fontaine as regulars. Program includes variety and interviews with interesting guests. Program expands to one-hour each day, with Casey added to production staff and Fontaine added to the talent roster as of April 25. Program debuted Feb 21 (See page 26).

THE CHINESE

The Chinese people are a very ancient and civilized nation. They have a long history and a rich culture. The Chinese people are known for their hard work and their sense of family. They are also known for their love of art and their respect for nature. The Chinese people are a very important part of the world's population and their culture has influenced many other cultures.

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TALENT SHOWSHEET MAY 2-8, 1955

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Most of the shows on April 29, 30, May 1 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, May 6. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C) musician (M). Actors who appear regularly are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs are listed. During the spring and summer when many shows are re-runs, these credits are not repeated in the weekly listing below. Credits are available, however, and may be requested at any time. (Currently in re-runs are Lassie, Kodak Request Performance, Ray Bolger, Danny Thomas, etc.)

FRIDAY APRIL 29

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Science Fiction WRCA-TV 7pm  
(Truman Bradley)

Out of Nowhere - with Richard Arlen, Jess Barker, Carlyle Mitchell, Irving Mitchell, Jonathan Hale, Hal Forest, Craig Duncan; (SW & SD)

THE BIG STORY NBC 9pm  
(Norman Rose)

Charles Gleeson, Willows, Cal. Daily Journal - (O) by Allan Sloane; with William Redfield, Edward Binns, Royal Dano, Frank Sutton, James Stephens, Fran Lee, Alan Nourse, Jock MacGregor; (SD)

SATURDAY APRIL 30

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TOM CORBETT NBC 11:30
(Frankie Thomas)

(O) by Richard Jessup; with regulars & Edward Bryce, Bill Lipton; (SD)

SUNDAY MAY 1

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LAMP UNTO MY FEET CBS 10am  
(Dr. Lyman Bryson)

Blood Oath - (O) by Clair Roskam; with Rosetta LeNoire, Frederick O'Neal, Bill Gunn, Charles Swain, Cyril Jackson; (SD)

FRONTIERS OF FAITH NBC 3pm

Bible Detective in the Holy Land - (O) by Marc Siegel; with Richard Derr, Martin Balsam, Jimmy Lipton, Ed Jerome, Roger de Koven, Raymond Edward Johnson; (SD)

HALLMARK HALL OF FAME NBC 5pm

Oliver Wendell Holmes - (O) by M. Dolinsky; with cast to be announced; (SD) (FROM HOLLYWOOD)

MR. PEEPERS NBC 7:30  
(Wally Cox)

regulars & Ernest Truex, Fred Stewart; (SW & SD)

JACK BENNY CBS 7:30

Jackie Gleason (C), Rochester (C), Don Wilson; kill: Mary Livingstone (LAST SHOW, FROM NEW YORK CITY)

Pepsi Cola Playhouse ABC 7:30  
(Polly Bergen)

The Longest Legs in the Show - with Frances Farwell, Don McGowan; (SD)

STORK CLUB ABC 9:15  
(Sherman Billingsley)

Teresa Brewer (S), Mary Mayo (S), Dick France (D)

APPOINTMENT WITH CBS 10pm  
ADVENTURE

Rendezvous in Paris - (O) by Stanley Niss; with Dane Clark, Polly Bergen, Hugh Reilly, Wyley Hancock, Louis Sorin, Coe Norton; (SD)

MONDAY MAY 2

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Sherlock Holmes WRCA-TV 7pm
(Ronald Howard)

The Case of the Perfect Husband - (O) by Hamilton Keener; with Mary Sinclair, Michael Gough, Carol Saroyan, Thomas Quinn Curtiss, Richard Watts; (SD)

TV Reader's Digest ABC 8pm
(Hugh Reilly)

A Million Dollar Story - (O) by George Kent, (A) by Mortimer Braus; with Bill Bouchey, James Bell, Joyce Arling, Milburn Stone, Julie Bishop, Louis Jean Heydt; (SD) by Peter Godfrey

PRODUCERS SHOWCASE NBC 8pm
(COLOR)

Darkness at Noon - novel by Arthur Koestler, play by Sidney Kingsley, TV (A) by Robert Alan Aurthur; with Lee J. Cobb, David Wayne, Ruth Roman, Oscar Homolka, Joseph Wiseman, Mikhail Rasumny, Nehemiah Persoff, Henry Silva, James Millhollin, Alfred Hesse, Michael Gorrin, Robert McQueeney, Jimmy King, Burt Conway, Lisa Osten, Pat Perry, Steve Gray, Steve Gravers, Charles Rae King, Richard Bull, Norman Roland, Robert Gibbons, James Elward, Lois Holmes, Frank Grosso, Jerry Stiller, Joe Abdullah, Bill Lazarus; (SD) by Del Mann

VOICE OF FIRESTONE ABC 8:30

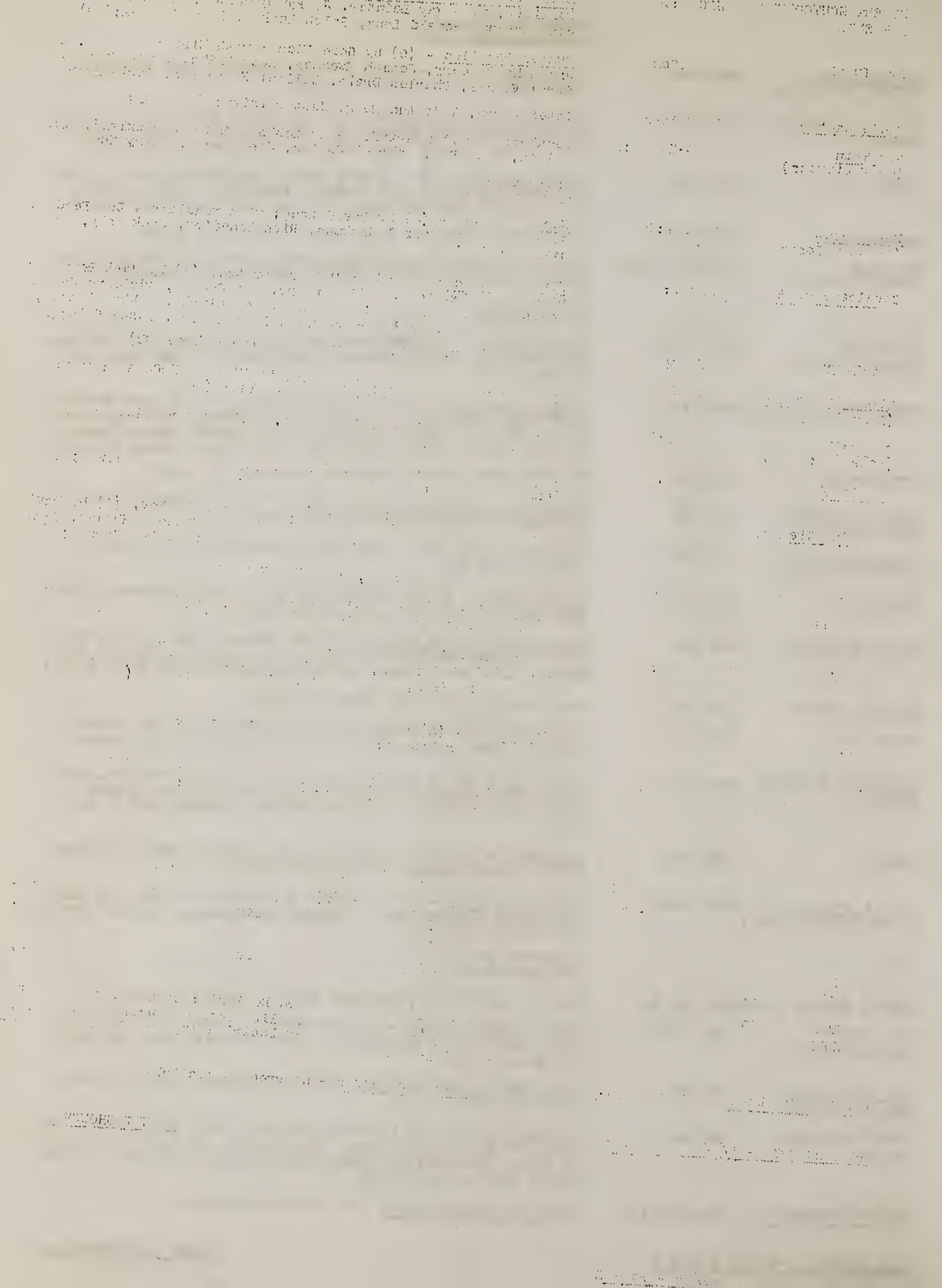
Roberta Peters (S)

ARTHUR GODFREY'S CBS 8:30
TALENT SCOUTS

Anatoly Anlukoff (M), Mary Jane Carole (S), The Four Sugartones & a Honestick (S&M)

MONDAY MAY 2(Cont'd)
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<u>December Bride</u> (Spring Byington)	CBS 9:30	<u>The Lineup</u> - with regulars & Norman Leavitt, John Gallaudet, Jack Lomas, Lester Dorr; (SW & SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	<u>Bella Fleace Gave a Party</u> - (O) by Evelyn Waugh, (A) by Doria Folliott; with Fay Bainter, J. Pat O'Malley, Chester Stratton, John McLiam, Ronald Long, Ralph Bunker, Fred Worlock; (SD)
STUDIO ONE	CBS 10pm	<u>Summer Pavilion</u> - (O) by Gore Vidal; with Miriam Hopkins, Elizabeth Montgomery, Joseph Sweeney, Ruth White, Wyatt Cooper, Carol Veazie, Charles Drake, William Forrester, Dario Barri
<u>Eddie Cantor</u>	WABC 10pm	Peter Lorre, Veda Ann Borg, Nestor Paiva; (SW & SD)
<u>Big Town</u> (Mark Stevens)	WRCA-TV 10:30	regulars & Wilton Graff, Peggy Webber, Amzie Strickland, Sam Gilman, Jody Dru, Gabriel Curtiz, Nancy Hale, Larry Thor
TUESDAY MAY 3 ~~~~~		
<u>Waterfront</u> (Preston Foster)	WABD 7:30	<u>Harbor Piracy</u> - (O) by David Lang; with regulars & Don Beddoe, Gene Reynolds, Darryl Hickman, Rich Benedict, Jack Daly, Art Gilmore; (SD)
<u>Cavalcade of America</u>	ABC 7:30	<u>Stay on Stranger</u> - (O) by William Dutton, (A) by Jack Bennett; with Peggy Converse, Sally Brophy, Lon Chaney, Adrienne Marden, Louise Lorimer, James Griffith, Steven Clarke, Bobby Diamond, Florence Sheen, Jeannine DuCasse, Martin Dean, Susan Odin; (SD)
BUICK-BERLE	NBC 8pm	Gertrude Berg, Arlene McQuade, regulars; (SW & SD)
<u>Life With Father</u> (Leon Ames)	CBS 8pm	<u>Father Has an Early Spring</u> - (O) by Vincent McConnor; with regulars & Miriam Wolfe, Victor Millan; (SD)
<u>The Halls of Ivy</u> (Ronald Colman)	CBS 8:30	regulars & John Litel, John Hoyt, Herb Butterfield, Barry Truex; (SW & SD)
<u>Studio 57</u>	DuM 8:30	<u>Deadly Doubt</u> - (O) by Ray Vernon, (A) by John McGreevey; with John Bryant, Laura Elliott, Don Kent; (SD)
<u>Fireside Theater</u>	NBC 9pm	<u>The Innocent &amp; the Guilty</u> - (O) by Norman Katkov, (A) by David Victor & John Kneubuhl; with Alan Wells, Grandon Rhodes, Jean Howell, Lisa Golm, Frank Wilcox, Dean Cromer, Don Garner; (SD)
NEW RED SKELTON	CBS 9:30	Mary McCarty; (SW & SD, FROM HOLLYWOOD)
ELGIN HOUR	ABC 9:30	<u>Driftwood</u> - (O) by Michael Dyne; with John Forsythe, Teresa Wright, Lorne Greene, Vaughn Taylor; (SD) by Don Richardson
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	<u>Jet Pilot</u> - (O) by Douglas Stone; with William Smithers, Lori March, Frank Overton, Jason Wingren, Sandy Kenyon, Thomas Walsh, John Lehn, Milo Boulton, Virginia Gerry; (SD) by Paul Bogart
DANGER	CBS 10pm	<u>Nightmare</u> - (O) by Edward Korn; with Patricia Wheel, Laurence Hugo, Walter Brooke; (SD) by Paul Stanley
<u>It's A Great Life</u> (O'Shea, Bishop, Dunn)	NBC 10:30	<u>Three Hungry Men</u> - with regulars & Millicent Patrick, Jim Hayward, Snub Pollard, John R. McKee, Gene Coogan, William Houston, Zon Murray; (SW & SD)
WEDNESDAY MAY 4 ~~~~~		
ARTHUR GODFREY & FRIENDS	CBS 8pm	Mahalia Jackson (S), the Four Mascots (S&M) & regulars
MR. CITIZEN (Allyn Edwards)	ABC 8:30	<u>Second Class Citizen</u> - (O) by Robert J. Shaw; with Anita Bayless, Sandy Horn, William Bush, Tom Reynolds, Harry Holcombe, Joy Hodges; (SD)
<u>The Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Jack Martin</u> ; - with Paul Langdon, Phyllis Coates, John Alvin; (SD)
KRAFT TELEVISION THEATRE	NBC 9pm	<u>Flowers for 2B</u> - (O) by Edward DeBlasio; with Benny Baker, Virginia Vincent, Harold Stone, Alice Pearce, Augusta Merighi, Anna Appel, Carolyn King, James Lacirignola, Leo Bayard, Pat DeSimon; (SD) by Dick Dunlap
<u>Douglas Fairbanks</u>	WRCA-TV 10:30	<u>While the Circus Passes</u> - no credits available







Date	Description	Particulars
1917	Jan 1	Balance forward
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HOME	NBC 11am	M thru F - Faye Emerson subs as guest editor;
GARRY MOORE	CBS 10am	regulars & M - The Toppers; F - "Prof" Russell E. Oakes, Lee Allen (C&D), Dylan Todd (S)
WAY OF THE WORLD (Gloria Louis)	NBC 10:30	M thru F (10 episodes) - (O) by Nella Gardner White, (A) by Lois Landauer; with Kathleen Maguire, Gloria Stroock, Margaret Hamilton, Anne Shoemaker, Andrew Duggan, Eric Fleming, Beverly Lunsford; (SD)
ROBERT Q. LEWIS	CBS 2pm	M thru F - Betty Clooney (S) joins as regular, replacing Jaye P. Morgan; Tu - Ralph Stanley (C)
THE WORLD OF MR. SWEENEY(Charlie Ruggles)	NBC 4:30	regulars &: M - Hans von Schumm, Lisa Osten; W - Roy Fant, Thu - Nell Harrison, Harrison Dowd, Peter J. Kelly; F - Mimi Strongen, Ed Bruce; (SW& SD)
MODERN ROMANCES (Martha Scott)	NBC 4:45	M thru F - The House Guests - (O) by Stanley Niss; with Constance Ford, Ross Martin, Philip Kenneally, Fred Sadoff, Murray Hamilton; (SD) by Tom Reynolds; Margaret Hayes is hostess
MAGIC COTTAGE	WABD 6pm	M thru F - Lionel Wilson, Ian Martin; (SW & SD)
PERRY COMO	CBS 7:45	W - Al Hibbler (S)
TONIGHT (Steve Allen)	NBC 11:30	M - Dorothy Kilgallen (columnist); Lionel Hampton (M); Leona Anderson (S); Tu - Matt Dennis (M), Oliver Wakefield (C); The Psychiatrist - (O) by Jayne Meadows & Al Feldstein, (A) by Howard Rodman; with Nita Talbot, John Boruff, Shawn Dooley, Anne Seymour; Dir by Ed King; W - Jonathan Winters (C), Three Suns (S&M) (FROM CLEVELAND THIS DATE); Thu - Mary Small (S), Stan Wrigley (C); F - Phil Napoleon & His Memphis Five (M), Dolores Hawkins (S)
SATURDAY MAY 7 ~~~~~		
Captain Midnight (Richard Webb)	CBS 11am	Sabotage Under the Sea - (O) by George Bricker; with regulars & John Pickard, Philip Van Zandt, Will J. White, Fred Coby; (SD)
The Range Rider (Jack Mahoney)	WRCA-TV 6:30	Diablo Pass - (O) by Polly James; with regulars & Stanley Andrews, John Baxter, Leonard Penn; (SD)
Rheingold Theatre	WRCA-TV 7pm	Safe Journey - (O) by Ken Field; with Frank Lovejoy; (SD)
STAGE SHOW (Tommy & Jimmy Dorsey)	CBS 8pm	Kate Smith (S), Erroll Garner (M), Henny Youngman (C), June Taylor Dancers, Mr. Ballantine (magic), the Seven Ashtons(acro)
MAX LIEBMAN SPECTACULAR	NBC 9pm (COLOR)	The Desert Song - Book by Otto Harbach, Lyrics by Oscar Hammerstein II, Frank Mandel; TV (A) by Friedberg, Simon & Glickman; with Nelson Eddy (S), Gale Sherwood (S), Otto Kruger, Salvatore Baccaloni (S), John Conte (S), Viola Essen (B), Earl William (S); Book Dir by Milton Lyon
Damon Runyon Theatre	CBS 10:30	The Lacework Kid - (A) by Clark E. Reynolds; with Steve Brodie, Paul Langton, John Banner, John Berardino, Gladys Holland, Joseph Turkel, Jerry Paris, Paul Savage; (SD)
SUNDAY MAY 8 ~~~~~		
FRONTIERS OF FAITH	NBC 3pm	The Second Commandment - (O) by James Yaffe; with Larry Gates, Chester Stratton, Martin Newman, Carol Hebard; (SD)
You Are There (Walter Cronkite)	CBS 6:30	The Final Performance of Sarah Bernhardt - (O) by Leo Davis; with Jeanette Nolan, Peter Brocco, John E. Wengraf, Maurice Marsac, Isobel Elsom, Ralph Smiley, Vito Scotti, Stephen Beka sy, Nan Boardman, Paul Bryar, Lois Austin, Ernest Sarracino, Laurie Carroll, Patti Gallagher, Michael Emmet, Edward Colmans
Pepsi-Cola Playhouse	ABC 7:30	Stake My Life - (O) by James Gunn; with Lynn Bari, Nana Bryant, Claude Akins, Steven Geray; (SD) by John English
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Eddie Fisher (S), Richard Hearne (C), Eileen Barton (S), Mariners (S), Robert Lamoret (ventriloquist); On film: Bing Crosby, Joan Crawford, Claudette Colbert, Jennifer Jones, Clifton Webb, Jane Russell, Betty Grable, Harry James, Jeanne Crain, Maureen O'Hara, Victor Mature, Robert Cummings
General Electric Theatre	CBS 9pm	Into the Night - with Ruth Roman, Eddie Albert, Dane Clark
GOODYEAR TELEVISION THEATRE	NBC 9pm	Visit to a Small Planet - (O) by Gore Vidal; with Cyril Ritchard, Alan Reed, Edward Andrews, Theodore Bikel, Richard Yorke, Jill Kraft, Bruce Kirby, Sylvia Davis; (SD) by Jack Smight

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# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

MAY 4, 1955

VOLUME 7 NUMBER 18 A

EDITOR: Jerry Leichter  
ASSOC ED: Alvin Sullum  
BUS MGR: Marjorie Oxley

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

ABC will use music as its Saturday night opposition to the other nets this summer. Chrysler's Dodge Division thru Grant Advertising will sponsor Lawrence Welk's Champagne Music in the Saturday, 9-10pm spot for Dodge dealers, with Ozark Jubilee being expanded in a new time slot. The Dotty Mack Show will also move to a new time, which will give the ABC line-up a complete range of sweet, pop and country music thru the evening. The Lawrence Welk show will be pickups of band remotes, similar to his current program over KTLA(LA) on Friday nights, except that he may go on tour, with the ABC show being picked up from different cities each week.....Reynolds Aluminum will bring in the Dave Willock do-it-yourself show, replacing Mr. Peepers, on June 26, from Hollywood. Willock, actor-comedian and hobby craftsman, currently has his Willock's Workshop on KRCA-TV(LA), Saturdays, 5-5:30pm, but the new show will be upgraded for the Sunday night audience. Seaman Jacobs will write the scripts, and Cliff Arquette will be in support, probably with Hollywood guests and others visiting Willock to get the lowdown on how to fix things around the house. Reynolds is also talking about Worthington Miner's Frontier, adult Western film series, for fall showing in place of Peepers.

A major change in net and sponsor thinking on dramatic fare for summer viewing has obviously taken place within the past year. Last week the "Special" mentioned that Climax! would join Kraft Television Theatre as the only dramatic series on the air to use the same quality story material and talent during the summer as during the regular season. In the past, even when not announced, practically all major drama shows veered toward either experimental scripts by new writers or used smaller casts with fewer big names in the leads. That isn't going to be the case this summer, with competition to build and maintain holdover audiences for fall viewing and also the inception of new franchises. When U. S. Steel Hour bows over CBS on July 6, it expects to maintain the newsworthy pace established under Alex Segal at ABC. The new G. E. live summer series, alternating with the Steel show, is expected to reach an equivalent standard under Fletcher Markle as producer-director. Because of the past season's hot competition from G. E.'s Sunday night program over CBS, NBC's Goodyear & Philco Television Playhouse will go all out to re-establish its position. The importance of the hour-long dramas to the networks as well as the sponsors cannot be over-emphasized. While some say that the success of Disneyland broke the log-jam of Hollywood disinterest in television, it was more likely the evidence of TV's power in reviving fading star reputations and some of its more noteworthy drama productions which combined to prove the value of the medium as an experimental "farm" for movies.

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(MORE)

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The reason for Max Liebman's shift of "Desert Song" from April 9 to June 4 and back to May 7, was based on the original possibility that Gordon MacRae might be available for the starring role. When Nelson Eddy was signed it was decided to move it up again to the May date, this Saturday.....Jimmy Durante is currently filming five programs in Hollywood for his alternate week summer replacement time. His production set-up is the same and he will resume his live show in the fall, from Hollywood. Donald O'Connor's filmed programs continue in the alternate week spot thru the summer, finishing up the contract with the sponsor in the fall.....Screen Gems will add two more new series to its fall film list, with production starting this summer on Tales of the Bengal Lancers and Circus Boy. Herbert B. Leonard, producer of The Adventures of Rin Tin Tin for Screen Gems, will produce the lancer series and co-produce the films about circus life with Norman Blackburn. The Columbia Pictures subsidiary will have 10 different series going, with the two new Leonard projects... ..Irish McCalla's Sheena, Queen of the Jungle series for William and Edward Nassour, in association with Don Sharpe, is being directed by Arthur Pierson, with Edward Nassour in charge of production. Joel Murcott is story editor, at Nassour Studios, 8470 West 3rd St., Los Angeles. WE 1-1025.

With the naming of actor Gig Young as "host" for Warner Bros. Presents, the ABC film series for fall showing, the production and talent staff is almost complete. Piecing together trade reports and paced announcements, Warner's TV unit (apart from Sunset Productions) will have: Jack L. Warner, v.p. and exec producer; Gary Stevens, general manager of the TV division; Solly Baiano, head of casting; J. English Smith, program co-ordinator for ABC at Warner's; Richard Diggs, story head. The following individual assignments have been made: Harve Foster, producer of the "Cheyenne" segments; Maurice J. Geraghty and Don Martin, "Cheyenne" writers; David Martin, writer on the "Casablanca" episodes. Arthur Silver will direct the "Behind the Scenes" portions of the program devoted to Warner's filming projects, with Bob Eisenbach as assistant director and writer.

NBC rolls this week at Hal Roach Studios on Willard Waterman's The Great Gildersleeve, with Stephanie Griffin in the female lead and Ronald Keith for the lead juvenile role. Matthew Rapf is producing the first group and may continue on the series if some of the other pilots he has produced for NBC this spring don't materialize... ..Gene Autry's Champion pilot, starring his horse and featuring his German shepherd, "Rebel," is the cowboy star's first telefilm series with animal leads. Flying A writers Robert Schaefer and Eric Freiwald wrote the pilot script.....

WTVJ(Miami) and CMA(Havana) have instituted a talent exchange system, with artists from each station appearing on programs of the other. Three WTVJ performers have already appeared on the Cuban station and this Friday four CMA artists will appear on the Alec Gibson Show over WTVJ.....Dr. Frances Horwich leaves Chicago this month to bring her Ding Dong School program to New York where she will make her permanent home in order to act as supervisor of children's programs for NBC. Her program will begin its New York origination June 1. Len Salvo, Jr., the program's director, is also moving to New York to stay with the show. With move of Welcome Travelers to New York, beginning next Monday (9), Chicago television will hit its lowest point as a net program origination point in several years, at least over the summer. One NBC day time drama and several children's shows will be the summer representatives.....One of the otherwise obscure points that might be made in connection with the move of Life is Worth Living, the Bishop Sheen program, to ABC from Du Mont, is that the ABC net is no stranger to Bishop Sheen. Each October, on Mission Sunday, he has appeared on Mission to the World, a special ABC program, to make a television appeal for the support of Catholic missions throughout the world. If Du Mont was the first to provide one type of forum for the Catholic prelate, ABC also aided his work.





Final scripts for Danger over CBS, will be: May 17, "The Soldiers," adaptation by George Bellak of Ambrose Bierce's story; May 24, "The Operator," a Halsted Welles adaptation of an Elizabeth Enright original; May 31 (last show), "The Birds," adaptation by James C. Cavanagh of Daphne du Maurier's original.....Max Liebman's last Saturday revue of the season, May 22, will co-star Judy Holliday, Janet Blair, Herb Shriner and Kay Starr. "The Chocolate Soldier" on June 4, Liebman's last production before his personal summer hiatus, will co-star Rise Stevens, Eddie Albert and Akim Tamiroff.....Bob Hope will fly to England in October to star in a week-end presentation for Associate Broadcasters Company, one of Britain's commercial television program contractors; program series title is "Sunday Night at the London Palladium."

The RCA-NBC scholarship and fellowship grants announced last week by NBC President Sylvester L. Weaver, Jr., benefit three universities, with one special grant open on a nationwide basis. The drama schools at Yale University, Carnegie Institute of Technology and Iowa State University will receive scholarship funds to provide sums of \$800 a year to be granted each year to students selected by the universities. Fellowships have been established at Carnegie Tech and Yale to provide a grant not to exceed \$3,500 a year to assist graduate students selected by the universities. Of the total amount, \$750 is a grant in aid each year to the university. A special NBC "Presidents Award," totaling between \$4,000 and \$6,000, will be established as a grant to an individual, chosen by NBC in an open competition, between the ages of 25 and 35, who has shown outstanding talent and creativeness in the field of drama.

PEOPLE GOING PLACES: David Lowe named director of programs for WABD(NY), reporting to George BarenBregge, station manager.....Bill Barron named to succeed Bud Coulson as public relations director for the radio and TV operations of Don Lee Broadcasting Systems. Coulson resigned to join the public relations dept of "Disneyland.".....David O. Alber Associates, Inc., New York public relations firm, has moved to 44 East 53rd St., New York 22. Phone is unchanged, TE 8-8300.....Ted Steele named musical director of New York stations WOR and WOR-TV. Both resumed "live" music this week after settlement of union dispute.....John M. Keys upped to director of sales for WNBQ and WMAQ-radio, Chicago.

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# Ross Reports ON TELEVISION

MAY 9-15, 1955

VOLUME 7

NUMBER 19

EDITOR: Jerry Leichter  
ASSOC ED: Alvin Sullum  
BUS MGR: Marjorie Oxley

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Sunday(15)

NBC- 12:30-1pm EDT; SPECIAL; Juvenile Court Judges; from WRCA-TV(NY), to the net. Sustaining, public service. Pkgr- NBC Public Affairs(NY); Prod- William W. Parish; Dir- John Goetz. A panel of leading juvenile court judges will discuss judicial methods used in control of juvenile delinquents, from the aspect of court procedures. Ben Grauer will be moderator. The program originates in New York where the National Probation and Parole Assn's Council of Juvenile Court Judges is meeting, May 14-15. Program panel members include: Judge Donald E. Long, presiding judge of the Juvenile and Domestic Relations Court, Portland, Ore.; Judge Leo B. Blessing, Juvenile Court of New Orleans, La.; Judge Justine Wise Polier, Justice of the Domestic Relations Court of New York, and Judge George W. Smyth of the Children's Court of Westchester County, president and chairman of the board of the association. The program replaces Youth Wants to Know in this time spot for its one-time showing. The latter program moves this date to a new regular time, 2:30-3pm EDT, Sundays.

NBC- 2-2:30pm EDT; SPECIAL; Man on a Bus; LIVE & FILM; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC with the United Jewish Appeal; NBC Superv-Doris Corwith; film, "Man on a Bus," produced by M-G-M; Prod- Charles Levin; Dir- Joseph Lewis; Music Dir- Harold Gillman; Sets- Frank Santillo; Writer- Stephen Longstreet. Sid Caesar will make a "live" brief statement after the film. (See page E for cast credits for film). Program pre-empts local programs.

### OTHER NETWORK CHANGES & ADDITIONS

CBS-NBC POOL- Atom Bomb Test; SPECIAL May 5; Thu, 8-8:25am EDT (test explosion at 8:10am EDT); remote from Yucca Flat (cq), Nev., via pooled lines to stations KNXT(LA) & KRCA-TV(LA), then to the respective nets, as part of the The Morning Show with Jack Paar(CBS) and Today(NBC). CBS's Grant Holcomb described the over-all scene from Media Hill, 8 1/2 miles from Ground Zero; CBS's Jack Beck described the Civil Defense activity before and after the blast; NBC's Roy Neal was seen and heard in the forward trench less than two miles from the blast; NBC's Herb Kaplow reported from the Army Signal Corps installation which maintained contact with the armored vehicles above ground about 1 1/2 miles from the target area. A pooled telecast, using the same personnel, was presented on May 6, 8:30-8:55am EDT, showing the after-effects of the test explosion. (See p. 46).

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OTHER NET CHANGES(More)

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OTHER NET CHANGES(Cont'd)

CBS- Best of Broadway (Every fourth Wednesday, 10-11pm) Last show, May 4.

V-E Plus 10, ON FILM; SPECIAL May 8; Sun, 2:30-3:30pm EDT; from WTOP-TV(Wash), to the net. Sustaining. Pkgr- WTOP-TV with the Washington Post & Times Herald; Prod & Dir- Larry Beckerman(WTOP). Special telecast commemorating the 10th anniversary of V-E Day, narrated by Philip L. Graham, publisher of the Post & Times Herald; filmed answers to questions put by Post-Times Herald reporters to the nation's war and post-war leaders, including President Eisenhower, former President Truman, military leaders and others. The program will also include highlights of V-E Day and events of the decade since then.

Welcome Travelers; CHANGE OF FORMAT, ORIGINATION, PERSONNEL May 9; Mon thru Fri, 1:30-2pm EDT; from WCBS-TV(NY), no. of stations indefinite. Sponsor- The Procter & Gamble Co (Oxydol, Dreft, Ivory Snow, Camay); Oxydol and Dreft thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Execs- C. H. Wolfe & A. Taylor (Oxydol) and Fred M. Mitchell & Robert Scurlock (Dreft); Camay and Ivory Snow thru Benton & Bowles, Inc(NY); Acct Execs- Townsend Griffin (Camay) and Marcus Becker (Ivory Snow); Agcy Superv- Tom McDermott; Prog Anncr- Fred Waldecker. Pkgr- Benton & Bowles, Inc for P & G; Exec Prod- Robert J. Quigley; Prod- Art Stark; Dir- Freddie Bartholomew; Organist- John Garth. Former Chicago-berthed show, moves to New York, with complete format and personnel change and new agency production staff. Jack Smith is m.c., with Pat Meikle as hostess (replacing Tommy Bartlett and Bob Cunningham), for the audience participation show. New format features a salute each day to a different U. S. city, town or village, with Smith interviewing several "travelers" and thru a game give them chances for cash prizes. The program will also have guest celebrities connected with particular localities. Last Chicago program was May 6.

NBC- Subscription TV; The Case For and The Case Against; SPECIAL May 8; Sun, 4-4:30pm EDT; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC Public Affairs; Prod Superv- Doris Corwith; Dir- Jim Kitchell. Program is in two sections: 4-4:15pm, ON FILM, "The Case for Subscription TV," features Henry C. Bonfig, v.p. in charge of sales, Zenith Radio Corp., as speaker. Les Collins of Batten, Barton, Durstine & Osborn, Inc., supervised production of the film at Vidicam Studio in New York. 4:15-4:30pm, "The Case Against Subscription TV" will be presented by Alfred Starr, co-chairman of Organizations for Free TV, with additional comments by Faye Emerson.

The Red Buttons Show (3 Fridays of every 4) Last show, May 13.

March of Medicine (Varying intervals) Special telecast on mental health, Sunday, May 15, 10-10:30pm EDT; time relinquished by The Loretta Young Show, one time.

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LOCAL STATION ACTIVITY

WABD(Ch 5) - Shoestring Revue; SPECIAL May 12; Thu, 7:30-8:30pm EDT, one time only. New York Sustaining. Exec Prod- Ben Bagley; Prod- David Lowe. Ten sketches and variety numbers from the off-Broadway revue produced by Ben Bagley, scheduled to close May 14 unless public interest is spurred. (See page C for credits).

WATV(Ch 13) - Schedule changes: New programs added to the schedule, all live, with Newark, N.J. dates of start: April 30, Veda Roberts Show, songs, Sat, 7:30-7:45pm, moved to Fri, 7:45-8pm, effective May 6; Garden State Jamboree, Sat, 7:45-8pm. May 1, Giancarlo Rossini Panel Show, Sun, 12noon-12:30pm; Teleprograma Latino, Sun, 8-9pm. May 2, Barry Gray, Mon thru Fri, 7-7:15pm; Sports of the Day, Mon thru Fri, 7:15-7:45pm. May 7, Congress Answers, public service, Sat, 2-2:30pm. May 11, The Latin American Revue, English-language Latin variety, Wed, 8-9pm.

TALENT SHOWSHEET MAY 9-15, 1955

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Most of the shows on May 6, 7, 8 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 13. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs are listed. During the spring and summer when many shows are re-run, their credits are not repeated in the weekly listing below. Credits are available, however, and may be requested at any time. (Currently in re-runs are Lassie, Kodak Request Performance, Ray Bolger, Danny Thomas, Loretta Young, etc.)

FRIDAY MAY 6  
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Science Fiction Theatre WRCA 7pm
(Truman Bradley)

Y.O.R.D. - with Walter Kingsford, Judith Ames, Louis Jean Heydt, DeForest Kelly, Ken Tobey; (SW & SD)

SATURDAY MAY 7
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TOM CORBETT NBC 11:30  
(Frankie Thomas)

(SW) by Albert Aley; with regulars & Edward Bryce, Robert Dryden; (SD)

Man Behind the Badge WCBS 6:30  
(Charles Bickford)

The Case of the One-Way Ticket - with James Flavin, Jacqueline Bakal, Stephen Bekassy; (SD)

SWIFT'S SHOW WAGON NBC 7:30pm

regulars & Wally Cox (C) (FROM DETROIT)

Foreign Intrigue WABC-TV 10:30  
(Gerald Mohr)

F. I. in the Full Circle - (O) by Gene Levitt; with Henrik Anker Steen, Sonja Stjerquist, Carl Olaf Alm; (SD)

SUNDAY MAY 8  
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LAMP UNTO MY FEET CBS 10am
(Dr. Lyman Bryson)

Borrowed A Son - (O) by Jerome Coopersmith; with Esther Ralston, Robert Higgins, Olive Reeves-Smith, Joan Trott; (SD)

HALLMARK HALL OF FAME NBC 5pm

Cradle Song - (O) by James Truex, (A) by Elaine Ryan; with Osa Masson, Alf Kjellin, Fay Wall, John Banner, Gregory Gaye, Manfred Furst; (SD, FROM HOLLYWOOD)

ADVENTURE CBS 5:30
(Ned Calmer)

S. American Exploits of Ross Allen & Count Leonardo Bonzi - (O) by Richard McCracken; film clips of Green Magic

Captain Gallant NBC 5:30

regulars & Philippe Nicaud, Pascale Robert; (SW & SD)

Private Secretary CBS 7:30
(Ann Sothern)

Scream in the Night - (SW) by Leonard Gershe; with regulars & Jesse White, Judith Evelyn; (SD)

MR. PEEPERS NBC 7:30

regulars & Perry Ivins; (SW & SD)

Conrad Nagel Theatre WABD 7:30

In the Service of the Emperor - (O) by John Anderson; with Donald Buka, Faye Marlowe, Tonio Selwart, Peter Trent, John Stacy; (SD)

COLGATE COMEDY HOUR NBC 8pm

Dean Martin & Jerry Lewis (S&C), Ray Malone (D); (SW) by Artie Phillips & Harry Crane; Prod & (SD) by Ernest Glucksman (H'D)

General Electric Theatre (Ronald Reagan) CBS 9pm

Into the Night - (O) by Charles Hoffman, (A) by Mel Dinelli; with Ruth Roman, Eddie Albert, Dane Clark, Robert Armstrong, Jeanne Bates, Wallis Clark, Bill Fawcett, Nora Marlowe, Jerry Mathers, Larry Blake, Bob Bice; Dir by Jacques Torneur

STORK CLUB ABC 9:15
(Sherman Billingsley)

Tito Guizar (S&M); Edith Adams (S), Ella Logan (S), Michael Dominico (D)

Stage 7 CBS 9:30

Billy and the Bride - (O) by Joseph Cochran; with Angela Lansbury, Dick Foran, Hugh O'Brian, Frank Scully, Mary Treen, Charlotte Lawrence, Eugene Mazzola; (SD) by Roy Kellino

APPOINTMENT WITH ADVENTURE CBS 10pm

Escape from Vienna - (O) by Eugene Francis; with Elaine Stritch, James Daly, George Voskovec, Jonathan Harris, Peter Turgeon, Edgar Franken; (SD)

Bob Cummings NBC 10:30
(Rosemary DeCamp)

Boyfriend for Schultz - with regulars & Charley Smith, Lisa Davis; (SW & SD)

Paris Precinct WABC-TV 10:30
(Dauphin & Jourdan)

The Man with the Scar - with Lucile Vini, Bartrop, Marc Behm, Georges Hubert, Paul Bonifas, Jean Clerous, Stanley, Aram Stephan, Marianne Leceme, Jean Ozenne, Anne Karsenty; (SW & SD)

MONDAY MAY 9
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<u>Sherlock Holmes</u> (Ronald Howard)	WRCA-TV 7pm	<u>The Case of the Tyrant's Daughter</u> - (O) by Roger E. Garris; with June Petersen, Zach Matalone, Basil Dignam, Corinne Grossman, Sacha Pitoeff, Rowland Bartrop, George Borwick, Pierre Harrison; (SD)
CAESAR'S HOUR	NBC 8pm	regulars & Robert Blackburn, Ion Tucker; (SW & SD)
<u>TV Reader's Digest</u> (Hugh Reilly)	ABC 8pm	<u>Dear Friends and Gentle Hearts</u> - (O) by Alexander Woolcott, (A) by Katherine & Dale Eunson; with Johnny Johnston, Joan Camden, Harlan Warde, Napoleon Simpson, Paul Maxey, Jerry Hausner, Parley Baer; (SD)
VOICE OF FIRESTONE	ABC 8:30	Thomas L. Thomas (S)
TALENT SCOUTS	CBS 8:30	Marvin Rainwater (S&M), Bill Evett Quartet (S&M), Jill Allen (S)
<u>I Love Lucy</u>	CBS 9pm	regulars & Harpo Marx (C), Doris Singleton; (SW & SD)
<u>Medic</u>	NBC 9pm	<u>Lifeline</u> - with Robert Simon; (SW & SD) by John Meredyth Lucas
ROBERT MONTGOMERY PRESENTS	NBC 9:30	<u>The Great Gatsby</u> - (O) by F. Scott Fitzgerald, (A) by Alvin Sapinsley; with Montgomery, Lee Bowman, Phyllis Kirk, John Newland, Scott Tennyson, Gena Rowlands, Frederick Worlock (ORIGINALLY SCHEDULED 4/11, POSTPONED BY MONTGOMERY'S ILLNESS)
<u>December Bride</u>	CBS 9:30	<u>The Other Couple</u> - with regulars & Bob Hutton, Jean Howell
STUDIO ONE	CBS 10pm	<u>A Picture in the Paper</u> - (O) by Mann Rubin; with James Dunn, Doreen Lang, Maxine Stuart, John C. Becher, James Hickman, Earl George, Heywood Hale Broun, Jason Robards, Christine Burke; (SD) by William H. Brown
<u>Eddie Cantor</u>	WABC 10pm	Jack Rutherford, Christine Larson, Lorraine Crawford, Bill Henry, Shirley Whitney, June Kirby, Julie Jordan, Jule Benedic, Toni Carroll, Wanda Shannon; (SW & SD)
<u>Big Town</u> (Mark Stevens)	WRCA-TV 10:30	regulars & Morris Ankrum, Mary Adams, Owen McGivney, Herbert Rudley, William Hopper, Robert Boon; (SW & SD)

TUESDAY MAY 10  
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| <u>Cavalcade of America</u> | ABC 7:30 | <u>Sunrise on a Dirty Face</u> - (O) by Jack Laird; with Jack Kelly, Lois Collier, Peter Reynolds, James Seay, Marvin Miller, Patrick O. Moore, Roy Roberts, Olive Blakeney, Raymond Greenleaf, Don Megowan, Ben Bard; (SD) |
| <u>Waterfront</u>
(Preston Foster) | WABD 7:30 | <u>The Sea and Captain Taggart</u> - (O) by Berne Giler; with regulars & Raymond Hatten, Carl Benton Reid, Adrienne Marden; (SD) |
| <u>Life With Father</u>
(Leon Ames) | CBS 8pm | <u>Father Takes a Trip</u> - (O) by Whitfield Cook; with regulars & Eileen Janssen, Kay Riehl, Pierre Watkin, Maggie Magennis (SD), |
| MARTHA RAYE | NBC 8pm | Thomas Mitchell, Menasha Skulnik, Sig Rumann; (SW & SD). |
| <u>Studio 57</u> | DuM 8:30 | <u>Last Day on Earth</u> - with Walter Coy, Jean Byron, Rod Taylor, Larry Blake, Therese Lyon; (SW) by Fenton Earnshaw; (SD) |
| <u>Fireside Theater</u>
(Gene Raymond) | NBC 9pm | <u>Cheese Champion</u> - (O) by Harold Joyce, (A) by David Victor & Herbert Little, Jr.; with John Mitchum, Constance Dowling, Sidney Melton, Don Haggerty, Alan Wells, Edward Foster, Mushy Callahan, Pat Valentine, Jim Lennon; (SD) |
| NEW RED SKELTON SHOW | CBS 9:30 | Virginia Field; (SW) by Sherwood Schwartz, Lou Meltzer, Dave O'Brien; (SD, FROM HOLLYWOOD) |
| UNITED STATES STEEL
HOUR | ABC 9:30 | <u>Fearful Decision</u> - (O) by Cyril Hume & Richard Maibaum; with Ralph Bellamy, Meg Mundy, Edward Binns, Frank Overton, Joey Fallon, George Mitchell, Frank Wilson, Paula Bauersmith, William Kemp, Leonard Patrick, Richard Grayson, Fred Vogel, John D. Seymour; (SD, REPEAT OF SHOW ORIGINALLY ON 6/22/54) |
| ARMSTRONG'S CIRCLE
THEATRE | ABC 9:30 | <u>Hero at Home</u> - (O) by Mann Rubin; with Lili Darvas, June Dayton, Joe Maross, |

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| DANGER | CBS 10pm | <u>Decision</u> - (O) by Robert Foley; with Joseph DeSantis, J. Pat O'Malley, Mary Hayden, Jack Orrison, Sally Moffat, Tamara Daykarhanova, Diana Herbert, Lawrence Fletcher, Vince Gardenia |
| <u>It's A Great Life</u>
(Bishop, O'Shea, Dunn) | NBC 10:30 | <u>The Missing Husband</u> - with regulars & Randy Stuart, Dorothy Abbott, Tyler McVey, Gordon Clark, Dolores Fuller; (SW & SD) |

WEDNESDAY MAY 11
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<u>Fabian of Scotland Yard</u> (Bruce Seton)	WRCA 7pm	<u>Escort to Death</u> - (A) by Geoffrey Wicomb; with Colette Wilde, Alan Tilvern, Cecile Chevaux, Gerard Heinz, Kenneth Edwards
ROSS REPORTS - 5/8/55 - Page B		TALENT SHOWSHEET (more)

THE UNIVERSITY OF CHICAGO

*Journal of Management Studies*, 19(1), 67-80.

THE UNIVERSITY OF CHICAGO

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WEDNESDAY MAY 11(Cont'd)

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| <u>My Little Margie</u> | NBC 8:30 | regulars & Robert Easton; (SW & SD) |
| <u>MR. CITIZEN</u>
(Allyn Edwards) | ABC 8:30 | <u>Man With a Conscience</u> - (O) by Howard Rodman; with Rod Colbin, Theo Goetz, Steven Meinger, Mary Jackson, Dick Balduzzi; Lt. Gen. Emmett O'Donnell, Jr. presents award; (SD) |
| <u>KRAFT TELEVISION THEATRE</u> | NBC 9pm
(COLOR) | <u>Judge Contain's Hotel</u> - (O) by William Mournie; with Charles Dingle, John Cassavetes, Elizabeth Fraser, Harry Townes, Don Briggs; Prod & (SD) by Maury Holland |
| <u>The Millionaire</u>
(Marvin Miller) | CBS 9pm | <u>The Story of Walter Carter</u> - with Julie Jordan, Rand Brooks, Edmund Gwenn, Roy Gordon; (SW & SD) |
| <u>Douglas Fairbanks</u> | WRCA-TV 10:30 | <u>The Leprechaun</u> - no credits available |

THURSDAY MAY 12
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<u>Guy Lombardo</u>	WRCA-TV 7pm	Eleanor Russell (S)
<u>SHOESTRING REVUE</u>	WABD 7:30	(O) by Sheldon Harnick, Richard Maury, Mike Stewart; Lyrics by Bud McCreery, Mike Stewart, Ronnie Gilbert; Music by Arthur Segal, Ken Welch, Charles Strouse; with Dorothy Greener, Raimonda Orselli, Dody Goodman, Mary Ann Niles, Peter Conlow, Maxwell Grant, Mel Larned; Choreog by Dania Krupska (ONE SHOT)
<u>Ray Milland</u>	CBS 8pm	regulars & Betty Caulfield, Eleanor Audley, Jane Fischer;(SW,D)
<u>Treasury Men in Action</u> (Walter Greaza)	ABC 8:30	(O) by Robert Sloane & Tony Barrett; with Stanley Clements, Frank Gerstle, Tom McKee, Carl Millataire; (SD)
<u>SHOWER OF STARS</u> (William Lundigan)	CBS 8:30 (COLOR)	<u>High Pitch</u> - (O) by Milton Lazarus; with Marguerite Piazza, Tony Martin (both S), William Frawley, Vivian Vance (both C), Mel Allen; Assoc Prod-Choreog-James Starbuck; Dir by Seymour Berns (FROM H'WOOD)
<u>JUSTICE</u> (Gary Merrill)	NBC 8:30	<u>Hard to Get</u> - (O) by Eugene Francis; with Gisele MacKenzie (S) Murray Hamilton, Barbara Nichols, Moultrie Patton, Milo Boulton, others to be announced; (SD) by Paul Bogart
<u>Dragnet</u> (Jack Webb)	NBC 9pm	regulars & Harry Corden, John Zaremba, Rhoda Williams, David Holt, Ed Chandler, Guy Hamilton; (SW & SD)
<u>STAR TONIGHT</u>	ABC 9pm	<u>Second String</u> - (O) by Chester Hadley; with Jeff Harris, Margaret Hayes, James Daly, Sue Randall, Ricky Klein; (SD)
<u>POND'S THEATRE</u>	ABC 9:30	<u>Cynara</u> - (O) by H. M. Harwood & R. Gore-Brown from the latter's novel <u>An Imperfect Lover</u> ; (A)-(SW); with E. G. Marshall, Joanne Woodward, Murray Matheson, Ruth Matteson, Barbara Barrie, Patricia Englund; Prod & (SD) by George Roy Hill
<u>Four Star Playhouse</u>	CBS 9:30	<u>Alias Mr. Hepp</u> - (O) by Laszlo Gorog; with Charles Boyer, Barbara Fuller, Alan Mowbray, Forrest Taylor, Morris Ankrum
<u>Ford Theatre</u>	NBC 9:30	<u>The Policy of Joe Aladdin</u> - (O) by Ben Roberts & Liam O'Brien, (A) by George Beck; with Brian Donlevy, Bobby Van, Gale Robbins, Kathryn Grant, Sid Melton, Lewis Charles, Robert Bice, Jana Mason; (SD)
<u>LUX VIDEO THEATRE</u> (James Mason)	NBC 10pm	<u>Eight Iron Men</u> - (O) by Harry Brown (play, <u>The Sound of Hunting</u> and screenplay), TV (A) by Benjamin Simcoe; with Alex Nicol, Gene Reynolds, Paul Gilbert, others; (SD) by Richard Goode; (FROM HOLLYWOOD)
<u>Public Defender</u>	CBS 10pm	<u>8 out of 100-</u> (O) by Jerry D. Lewis; with Russ Conway, Celia Lovsky, Lisa Montell, Tol Avery, Roy Lennart, Linda Stirling, John Hiestand, Ben Welden, Clark Howat; (SD)
<u>Willy</u> (June Havoc)	CBS 10:30	<u>Willy and Franklin's Rhubarb</u> - with regulars & Hal Peary, Paul Rasch, Carole A. Campbell, Karen Green, Robert Human;(SD)

FRIDAY MAY 13  
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| <u>Adventures of RintinTin</u> AEC 7:30
(Lee Aaker) | | <u>R. T. T. & the Bounty Hunters</u> - (O) by Douglas Heyes; with regulars & Ed Hinton, Jack Elam, Cliff Zeppeire, Pierre Watkin, Hugh Hooker; (SD) |
| <u>Secret Files, U.S.A.</u> | WAED 8pm | <u>Mission Rhino</u> - no credits available |
| <u>Topper</u> | CBS 8:30 | <u>The Blood Brothers</u> - with regulars; (SW & SD) |
| <u>Schlitz Playhouse</u> | CBS 9pm | <u>Too Many Nelsons</u> - (O) by Richard Wormser; with Eddie Albert, Frank Ferguson, Henry Rowland, Eleanore Tanin, Malcolm Atterbury, Wil Wright, Addison Richards, Harlan Warde, Percy Helton Edwin Parker, Jeff York; (SD) by Robert Florey |

1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry must be supported by proper documentation and that the records should be kept for a minimum of seven years.

2. The second part of the document outlines the procedures for conducting regular audits. It states that audits should be performed at least once a year and that the results should be reported to the board of directors.

3. The third part of the document describes the various methods used to collect and analyze data. It includes a detailed explanation of the statistical techniques employed and the software programs used for data processing.

4. The fourth part of the document provides a comprehensive overview of the company's financial performance over the past year. It includes a detailed breakdown of revenues, expenses, and profits, as well as a comparison of the current year's performance with the previous year's.

5. The fifth part of the document discusses the company's future plans and goals. It outlines the strategies that will be implemented to achieve these goals and the resources that will be required to support these efforts.

6. The sixth part of the document provides a detailed description of the company's internal control system. It explains how the system is designed to prevent fraud and ensure the accuracy of financial reporting.

7. The seventh part of the document discusses the company's compliance with applicable laws and regulations. It describes the measures that have been taken to ensure that the company is in full compliance with all relevant requirements.

8. The eighth part of the document provides a detailed description of the company's human resources management system. It explains how the system is designed to attract, develop, and retain the best talent.

9. The ninth part of the document discusses the company's environmental and social responsibility initiatives. It describes the measures that have been taken to reduce the company's carbon footprint and improve its social performance.

10. The tenth part of the document provides a detailed description of the company's information technology system. It explains how the system is designed to support the company's operations and improve its efficiency.

11. The eleventh part of the document discusses the company's risk management strategy. It describes the measures that have been taken to identify, assess, and mitigate the company's various risks.

12. The twelfth part of the document provides a detailed description of the company's marketing and sales strategy. It explains how the company plans to reach its target market and increase its sales volume.

13. The thirteenth part of the document discusses the company's research and development activities. It describes the new products and services that the company is developing and the technologies that it is using.

14. The fourteenth part of the document provides a detailed description of the company's legal and regulatory affairs. It explains how the company manages its legal risks and ensures compliance with all applicable laws and regulations.

15. The fifteenth part of the document discusses the company's corporate governance structure. It describes the roles and responsibilities of the board of directors and the various committees that report to the board.

16. The sixteenth part of the document provides a detailed description of the company's financial reporting system. It explains how the company prepares its financial statements and ensures their accuracy and reliability.

17. The seventeenth part of the document discusses the company's employee benefits program. It describes the various benefits that are offered to employees and the measures that have been taken to ensure the program's effectiveness.

18. The eighteenth part of the document provides a detailed description of the company's information security system. It explains how the company protects its sensitive information from unauthorized access and disclosure.

19. The nineteenth part of the document discusses the company's sustainability strategy. It describes the measures that have been taken to promote sustainable business practices and reduce the company's environmental impact.

20. The twentieth part of the document provides a detailed description of the company's overall business strategy. It explains how the company plans to achieve its long-term goals and maintain its competitive advantage in the market.

FRIDAY MAY 13 (Cont'd)
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THE BIG STORY NBC 9pm  
 (Norman Rose)

Jack Coats, Lubbock (Texas) Avalanche-Journal - (O) by Mel Goldberg; with Robert Ellenstein, Dick York, Ruth York, Jason Johnson, Ernest Parmentier, Martin Blaine, Pete Dawson, June Evert; (SD) by David Rich

The Vise ABC 9:30  
 (Ron Randall)

The Serpent Beneath - with Dennis Price, Zena Marshall, Jacqueline Ellis; (SW & SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MAY 6 THRU FRIDAY MAY 13  
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| MORNING SHOW WITH JACK PAAR | CBS 7am | M thru F - Betty Furness continues as sub for vacationing Jack Paar; Tu - Paul Killiam (movie clips); F - Burl Ives |
| TODAY (Dave Garroway) | NBC 7am | Tu - Red Smith comments on Florida; Thu - Nancy Walker (C); |
| GEORGE SKINNER | WCBS 9am | regulars &: W - Johnny Pepper, Chris Griffin, Byron Caran (all M); F - Artie Drelinger (M) |
| GARRY MOORE | CBS 10am | Tu - Jimmy Jeffries (C); W - Roy Benson (C); F - Matt Dennis, Domonique |
| SHEILAH GRAHAM | NBC 10:45 | M thru F - Jane Russell; (SW & SD, FROM HOLLYWOOD) |
| HOME | NBC 11am | M thru F - Faye Emerson continues as sub for Arlene Francis; |
| WELCOME TRAVELERS | CBS 1:30 | M thru F - add Pat Meikle as regular hostess; M - Piper Laurie |
| THE BIG PAYOFF | CBS 3pm | Micki Marlo subs for vacationing Betty Ann Grove for 2 wks
M thru F |
| TED MACK MATINEE | NBC 3pm | M thru F - Donna Grescoe (M) & regulars |
| WORLD OF MR. SWEENEY (Charlie Ruggles, Glenn Walken, Helen Wagner) | NBC 4:30 | regulars &: M - Janet Fox, David Winters, Pidgie Jamieson; Tu - Kevin Coughlin, Fred Herrick; W - E. A. Krumschmidt; F - Charles Cooper; (SW & SD) |
| MODERN ROMANCES (Martha Scott) | NBC 4:45 | M thru F - The Promise - (O) by Harry W. Junkin; with Edmon Ryan, Katherine Meskill, Darryl Grimes; Dorothy Hart subs for Scott as hostess |
| MAGIC COTTAGE | WABD 6pm | M thru F - Stewart Bradley, Al Ramsen; (SW & SD) |
| PERRY COMO | CBS 7:45 | W - Georgia Gibbs (S) |
| THE LATE NEWS | WCBS 11pm | M thru Sat - News of the Night now called The Late News; Ron Cochran is regular newscaster 11-11:10pm; The Late Weather and Sports with Carol Reed and Bill Hickey is 11:10-11:15pm |
| TONIGHT (Steve Allen) | NBC 11:30 | M - Mobile unit at N. Y. Herald Tribune with Ogden R. Reid, Bob Cooke, Marguerite Higgins, John Crosby, Hy Gardner, Roscoe Drummond of the staff; Tu - Roy Smeck (M); Johnny Desmond (S); Richard Himber (M); W - Teddy King (S), Rose Murphy (S); Thu - Chet Baker (M), Theodore (C), Anita Darian (S); F - Joseph Sziget (M) |

SATURDAY MAY 14
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Captain Midnight (Richard Webb)	CBS 11am	Isle of Mystery - (O) by William Lively; (A) by Lively & Wallace Bosco; with regulars & Mira Monsour, Zon Murray, David Garcia, Bill Radovich; (SD)
Soldiers of Fortune (John Russell & Chick Chandler)	WABC-TV 6pm	The Runaway King - (O) by Jules Archer, (A) by Barry Shipman; with Yvette Dugay, Dona Drake, Jeff York, Charles Lung; (SD) by Richard Irving
The Range Rider (Jack Mahoney)	WRCA-TV 6:30	Hidden Gold - (O) by Dwight Cummins; with regulars & Douglas Evans; (SD)
Man Behind the Badge (Charles Bickford)	WCBS-TV 6:30	The Case of the Troubled Circus - (O) by Alvin Boretz; with Morris Ankrum, Linda Stirling, Lyle Talbot, Bob Griffin, Paul Brinegar, Larry Blake, Selmer Jackson, Frank Scannell, Tom Daly; (SD) by John Peyser
Rheingold Theatre Presents Henry Fonda	WRCA-TV 7pm	Hand to Hand - (O) by R. Wright Campbell; with Zachary Scott, Larry Crane, Philip Van Zandt, Lou Krugman, Harry Bartell, Edward Colmans, Joseph Granby, Belle Mitchell, Budd Moss, Salvador Baguez; (SD)

JIMMY DURANTE NBC 9:30

(O) by Jack Elinson, Danny Simon, Jesse Goldstein; with George Jessel, Eddie Jackson, Jack Roth, Jules Buffano; (SD, FROM H'D)





SATURDAY MAY 14 (Cont'd)

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GEORGE GOBEL NBC 10pm

Jack Benny (C); (SW & SD, FROM HOLLYWOOD)

Damon Runyon Theatre CBS 10:30pm

Numbers and Figures - (A) by Joseph Hoffman; with Paul Douglas, June Vincent, Wally Vernon, Allen Jenkins, George Givot, Howard Wendell, John Hubbard, Kim Hamilton, Danny Davenport; (SD) by Fred F. Sears

Foreign Intrigue WABC-TV 10:30
(Gerald Mohr)

F. I. in the Big Brother - (O) by Harold Jack Bloom; with Helge Hagerman, Claes Thelander, Ulla Sandkleff; (SD)

SUNDAY MAY 15

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Man on a Bus NBC 2pm

with Broderick Crawford, Ruth Roman, J. Carroll Naish, Rosemary DeCamp, Walter Brennan, Kim Charney; Sid Caesar speaks

FRONTIERS OF FAITH NB 3pm

An American Ballad - (O) by N. Nathan & Harry I. Cohen (The Man Who Stayed in Texas), (A) by Irve Tunick; with Vaughn Taylor, Jared Reed (S&M), Gene Leonard, Edwin Cooper, Daniel O'Keefe, Dennis Mahoney, Jo Rabb, John Hamilton, Will Scholz, L. Sorin  
The Saint of Bleecker Street - (O) by Gian Carlo Menotti; with Rosemary Kuhlmann, Virginia Copeland, Richard Cassilly, Mignon Dunn, Maria di Gerlando, Elizabeth Carron, Ernesto Gonzales, Leon Lishner, David Aiken, Lucy Renee Becque, Bessie Mijanovich, Kieth Kaldenberg, John Reardon; Scenery by Trew Hocker; Conductor - Samuel Krachmalnick; (SD, LAST SHOW OF SEASON)

NBC-TV OPERA THEATRE NBC 3:30

ADVENTURE CBS 5:30

The Hindu Religion - with Shanta Rao (D)

You Are There CBS 6:30  
(Walter Cronkite)

Dewey's Victory at Manila - (O) by Mel Goldberg; with Howard Wendell, Justice Watson, Robert Griffin, John Long, Grandon Rhodes, Frank Puglia; (SD)

Private Secretary CBS 7:30  
(Ann Sothern)

Mambo, Mambo - (SW) by Leonard Gershe; with regulars & Lina Romay (S), Larry Blake; (SD)

TOAST OF THE TOWN CBS 8pm  
(Ed Sullivan)

Gary Crosby (S) & Louis Armstrong (S&M); Will Mastin Trio with Sammy Davis, Jr. (S&D), Richard Hearne (panto), Senor Wences (ventriloquist)

PHILCO TELEVISION NBC 9pm  
PLAYHOUSE

The Pardon-Me Boy - (O) by J. P. Miller; with Jackie Cooper, Harry Bellaver, Peggy Maurer, Joanna Roos, Carlos Montalban, Frank Overton, James Karen, Herbert Rattner, Anita Corsaut; (SD) by Arthur Penn

GENERAL ELECTRIC CBS 9pm  
THEATRE (R. Reagan)

Man With a Vengeance - (O) by Rod Serling; with Barry Sullivan, Luther Adler, Neva Patterson, George Voskovek; (SD) b

STORK CLUB ABC 9:15  
(Sherman Billingsley)

Polly Bergen (S), Ted Straeter (S&M), Blackburn Twins (D), Elaine Dunn (D)

Stage 7 CBS 9:30

A Note of Fear - (O) by Michael Leslie Lynn, (A) by Frederic Brady; with Jan Sterling, Gordon Mills, Lawrence Dobkin, Christopher Dark, Joan Banks, Leonard Penn, George Selk, Don Rickles; (SD) by Harry Keller

Loretta Young NBC 10pm

Pre-empted this date only for March of Medicine

Bob Cummings NBC 10:30

Schultzy's Dream World - with regulars & Pattee Chapman, Ann B. Davis, Eleanore Tanin, Karol Lee Kelly, Sharon Dexter; (SW, D)

# NEW YORK TALENT AVAILABILITIES

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PHYLLIS CURTIN - City Center soprano sings Songs of the Auvergne at Paris Theatre, - AGT: Columbia Artists, CI 7-6900

JOHN BEAL - signed for Teahouse of the August Moon AGT: Henry C. Brown, PL 1-2650

IRVING SETTEL - author of Top TV Shows of the Year published by Hasting House - CONTACT: Russell F. Neale, MU 8-0323

PAUL MUNI - star of Inherit the Wind at the National Theatre-PRESS: Arthur Cantor, CI 6-6496

THELMA RITTER - featured in Daddy Long Legs at the Roxy, set for Chayefsky's next play on TV Playhouse, May 22 - CONTACT: Bill Stutman, CO 5-3320

NANCY WALKER - acclaimed as star of Phoenix '55 - PRESS: Ben Kornzweig, PE 6-2340

SANDRA DEEL - stars in South Pacific at the City Center - PRESS: Abner D. Klipstein, CH 4-7250

DOREEN LANG - on Studio One (See P. B) - AGT: Gus Schirmer, CI 6-5542

EILEEN FARRELL - soundtrack soprano for Interrupted Melody at the Music Hall - AGT: Columbia Artists, CI 7-6900

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TALENT AVAILABILITIES

MEMORANDUM FOR THE SECRETARY OF DEFENSE

SUBJECT: [Illegible]

1. [Illegible]

2. [Illegible]

3. [Illegible]

4. [Illegible]

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12. [Illegible]

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Ross Reports ON TELEVISION

INCLUDING

MAY 11, 1955

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

The NBC summer spectaculars to be produced by Jack Rayel as exec producer will all be black and white, at approximately 50 per cent of Max Liebman's color spec budgets. Reynolds Metals Co will sponsor the Sunday, June 19 program, which has not yet been set, while the Oldsmobile Div, GMC, will sponsor the Saturday specials on July 2, July 30 and August 27. The July 2 program is not set, but the July 30 production will probably be a musical version of Du Maurier's "Trilby," under the tentative title, "Svengali and the Blonde." Alan Handley may produce and direct it. The August 27 program will be the Dallas State Fair production of "One Touch of Venus," to be directed by George Schaefer. Mr. Rayel is also discussing futures for NBC with Norris Houghton and T. Edward Hambleton, heads of New York's top off-Broadway theatre organization, Phoenix Theatre. (As an aside, Jack Rayel is not a musical director for the Patti Page musical series. The NBC Rayel gets the other's mail and vice versa, but the Patti Page musical director spells his name Jack Rael).

The Du Mont TV net has split its New York production staff into two units, with producers and directors assigned either to the local station WABD staff or to the "Electronicam" TV-Film System. Producers and directors assigned to WABD, working under David Lowe, the station's newly-named program director, include Pat Fay, Wesley Kenney, Arnee Nocks, Dick Sandwich and Barry Shear. The "Electronicam" production unit is headed by James L. Caddigan, net director of programming and production, with James Graham in charge of business affairs, and Werner Michel, Frank Bunetta and Roger Gerry as producer-directors. The Screen Actors Guild announced in Hollywood Monday that it had negotiated a collective bargaining contract with the network covering talent working in filmed programs made by the net, specifically including programs made with the "Electronicam" system. The problem of dual unionism inherent in the filmed recording of a live program still has to be worked out among the unions involved.

The Maurice Evans Sunday afternoon series on NBC for Hallmark will be billed on the screen as "Maurice Evans Presents (show title) on the Hallmark Hall of Fame." The first or the third show on the once-a-month series, starting Oct 23, will be "Alice in Wonderland," based on the stage version by Eva LeGallienne and Florida Friebus, with music by Richard Addinsell, first presented in New York in 1932 by the Civic Repertory Theatre and revived in 1947 by American Repertory Theatre. Addinsell's score was commissioned by Miss LeGallienne for the first stage presentation. S. Mark Smith is leaving U. S. Steel Hour to join Evans production staff on June 1 as script editor. Evans will include at least two originals in his eight programs.

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(MORE)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

William Workman, producer-director of CBS' Look Up and Live, leaves the net after his May 15 program to join Compton Advertising in New York as producer of film commercials. Ted Sack succeeds Workman as producer of the program, with the director to be announced. The continuity for the current Catholic series (April thru June) is written by Tony Palmerio.....General Electric's one-hour live dramatic series originating in Hollywood, starting June 1, alternate Wednesdays over CBS, will have eight productions before the fall film series debuts on Sept 21. The live dramas will be under the supervision of William Dozier, with Ben Feiner as exec producer, Fletcher Markle as producer-director and Vincent McConnor as script editor (at CBS, 6121 Sunset Blvd., Hollywood 28, Calif). Scripts will also be accepted thru Don Moore at CBS in New York, 524 West 57th St.....Make the Connection, a new panel quiz show packaged and produced by Goodson-Todman Productions, will be the summer replacement for Justice, starting July 7 over NBC, Thursdays, 8:30-9pm. The Borden Company continues as sponsor of the new show.....International Cellucotton Products Co (Kleenex) will sponsor Midwestern Hayride over NBC, Fridays, 8-8:30pm, starting July 8 and continuing thru Aug 19, in the spot occupied by the Red Buttons Show. Buttons' last live show is Friday, May 13, with nine repeats of this season's program filling the spot until the Crosley country and western program comes in on the cable. Hayride is currently seen each Saturday from 6:30-8pm over Crosley's three Ohio stations, WLW-T, WLW-C, WLW-D and (started April 30) over WFBM-TV (Indianapolis) from 7-7:30pm. The Saturday night version will continue on the same schedule even after the NBC Friday show goes on the air.....Kleenex will also be alternate week sponsor of a group of film re-runs over NBC, Tuesdays, 9-9:30pm, starting July 5 when Fireside Theatre goes off for the summer. The films are from the Four Star Playhouse series on the CBS net, but only those with guest actors, none with Dick Powell, David Niven or Charles Boyer. Kleenex Playhouse will be seen July 5, 19, Aug 2 and 16, with the four alternate week films still sustaining.

The May 22 Goodyear Television Playhouse presentation of Paddy Chayefsky's "The Catered Affair," starring Thelma Ritter, will be directed by Bob Mulligan. (Other current alternate directors for the Goodyear & Philco dramas are Arthur Penn and Jack Smight). Featured in the large cast for the Chayefsky play are: Pat Henning, Kathleen Maguire, Pat O'Malley, Michael Higgins, Billy M. Greene, Kathryn Hynes, Josephine Brown, Nancy Marchand, Florence Stanley, Sheldon Berman and Andy Milligan.

Ciba Pharmaceutical Products, Inc thru J. Walter Thompson (new agency for TV) will sponsor For Doctors Only, a live program with medical scene remotes, next season possibly over ABC.....Wally Cox is still Robinson Peepers on Mr. Peepers for his May 15 program, the first to bring in outside variety talent. Elaine Stritch plays herself working a theatre date.....Lassie's last show before hiatus will be June 5, with the film series scheduled to return Sept 11 for Campbell Soup Co in its Sunday, 7-7:30pm spot over CBS. Campbell's will use re-runs of Pride of the Family, Paul Hartman's former ABC net series, from June 12 thru July 10, with the sponsor then taking a vacation until Lassie returns.....Climax! will present Gore Vidal's adaptations of Hemingway's "Farewell to Arms" on May 26 and John Marquand's "Sincerely, Willis Wayde" on June 23.

Gross-Krasne put its O. Henry Television Playhouse into production this week at California Studios, with George Waggner directing. Waggner, former Big Town writer and director, adapted the first two scripts to be used. Gross-Krasne's contract with Doubleday & Co., Inc., grants the producers the right to use the O. Henry name for the series and to adapt plays from all of O. Henry's stories, except two; one of which may be made into a separate series by Gross-Krasne at a later date.....Although Pyramid Productions has acquired the properties of Prockter Television Enterprises, including those currently under production and those in which Prockter held an interest, everything is still status quo. Pyramid was formed March 21 by Everett Rosenthal and Leonard Loewenthan after they resigned as v.p.'s of Prockter's firm. Rosenthal had been executive producer of Prockter's current production and, in effect, now reverts to that status as well as an owner. Loewenthan was the treasurer and counsel for the Prockter firm before the change.

Screen Gems' eight television series in pre-production or production in Hollywood list the following producers: Ford Theatre, Irving Starr; Damon Runyon Theatre, Lou Breslow; The Adventures of Rin Tin Tin, Herbert B. Leonard; Falstaff Celebrity Playhouse, William Sackheim and David Stephenson; Captain Midnight, George Billson; Jungle Jim, Harold Greene; You Can't Take it With You, Edward Buzzell; Father Knows Best, Eugene B. Rodney.....Add John Pizer as director of the "Casablanca" segments of Warner Bros. Presents. Current assignments for the series were listed on page 2 of last week's special.....Metro-Goldwyn-Mayer has bought William Markham Altman's teleplay, "Operation Home," in advance of its scheduled presentation on Studio One on May 30. Hollywood reports say the price was \$50,000 for motion picture rights.....Desilu's Those Whiting Girls has to delay production until next week because of illness, with Margaret's daughter and her sister Barbara both hit by chicken pox.

Play Marco, KTLA(LA)'s bingo-type program which debuted July 10 last year, leading a flock of similar programs on the air, has been given four week's cancellation notice by Klaus Landsberg, general manager of the station. The FCC has said that the program "appeared" to violate the regulations on lotteries. The station says that before the program was put on the air, KTLA's legal counsel in LA and Washington and the program's own counsel all were of the opinion that the program does not violate any laws, but in view of the FCC's position, and although it does not concede that the FCC may be right, the station has decided to cancel the program.....Starting June 8, CBS's Strike it Rich will make a monthly Newspaperman's Award of a \$500 U.S. Savings Bond to a working newspaper man or woman for "focusing public attention through their newspapers on a typical 'Strike it Rich' story occurring in their communities." Winners will be brought to New York to appear on the program. Selection, by three judges, will be made on the basis of newspaper clippings sent in by viewers and listeners or by reporters and editors. In effect, the program will be giving recognition to newspapers' "human interest" stories, many of which act as self-promotion for newspaper-administered temporary aid funds. The program was under fire from some organizations and newspapers last year, especially in New York, because of its format. La programme sans peur et sans reproche.

Leonard Hole, NBC director of program development, is in charge of the net's new project to uncover promising new comedy writers, notably in colleges, universities and little theatres, as well as all other show business sources. Through an elimination system, finalists will be brought to New York or Hollywood to work with staff writers and observe comedy programs in creation and production.....I Love Lucy will use a re-run film on May 23, a new film episode on May 30 and then use re-runs through June, with the last show of the season on June 27. Those Whiting Girls will be the summer replacement program.....WGN-TV's Jack Brickhouse will become the first television reporter to describe 1,000 major league baseball games, not including World Series or special contests, on May 14. He has been describing the daytime home games of the Chicago White Sox and Cubs since April 20, 1948.

PEOPLE GOING PLACES: Milo Frank transferred this week from New York to Hollywood to become director of casting and new talent at CBS Television City. Current Hollywood CBS casting director Russell Trost and his assistant James Broderick continue to cast current CBS Hollywood shows. Frank has been head of the talent and casting dept for CBS in New York for the past three years.....Lee Cooley has been signed to produce Perry Como's new fall series over NBC. He has been Como's producer-director-writer for his CBS show for the past five years.....Leonard Stern, Syd Zelinka and Herb Finn will write Jackie Gleason's filmed The Honeymooners series. All have been on his program staff this season.....Lawrence Marks and Ed Jurist are now with CBS in New York, working on a new format for a Larry Storch show.....Walter Streng resigned last week as cameraman for Roland Reed Productions in Hollywood.....Ted Huston transferred from New York to the Beverly Hills office of Lennen & Newell, Inc., as manager of commercial production.

